

## The Effect of National Television Programs on Social Vitality (Case Study of Universities in Bushehr Province)

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### ABSTRACT

**Objective:** This scholarly investigation has been conducted with the objective of examining the influence of national television programming on social vitality, specifically within the context of universities located in the Bushehr province.

**Methods:** The methodological approach of this study is characterized as a survey type, and the statistical population encompasses a total of 51,902 students enrolled in universities across Bushehr province, including Islamic Azad Universities, Payam Noor, and Persian Gulf University. From this population, a sample of 384 students was systematically selected through cluster sampling, employing Cochran's formula for accuracy. The instrument utilized for data collection comprised a questionnaire specifically developed by the researcher to assess the impact of national television programs. The reliability coefficient of the test was evaluated utilizing Cronbach's alpha methodology, yielding a reliability score of 0.87 for the emotional dimension, 0.85 for the behavioral dimension, and 0.86 for the cognitive dimension. Overall, the reliability of the national television program assessment was determined to be 0.87. In the context of validity evaluation, it is noteworthy that the questionnaire underwent scrutiny by several esteemed professors in the fields of humanities and sociology, particularly the distinguished supervisors and advisors, who confirmed both content and form validity.

**Results:** For the purpose of analyzing the data collected, the Pearson correlation coefficient and regression analysis were employed, revealing a significant correlation between national television programs and the enhancement of emotional, cognitive, and behavioral dimensions of social vitality among students at Bushehr province universities ( $p < 0.05$ ).

**Conclusions:** The findings of this research hold practical implications for the strategic planning of leisure activities for both students and their families.

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## Introduction

The media occupy a pivotal position in enhancing the metrics of social vitality within society ([Van Steenbergen et al., 2016](#)). In contemporary contexts, media entities are capable of bearing a significant responsibility for socio-cultural vitality; particularly, audio-visual media can exert a constructive and optimistic influence on their audiences by offering a variety of engaging and uplifting programs that adhere to essential and universally accepted standards while upholding the values of the society in question. Given the present circumstances, a medium such as television has the potential to serve as the most extensive and multifaceted apparatus for cultural and religious advocacy and dissemination within the nation, functioning as the most efficacious medium in the formation of public culture. Consequently, it appears critically important that through meticulous planning and research, this medium can introduce the significant variable of vitality, which serves as a crucial cultural element for the enhancement and advancement of both individuals and society, by integrating media arts among both the general populace and intellectual elites, thereby ensuring that such concepts and elements become entrenched within individual, familial, and societal culture ([Khademian & Faraji, 2012](#)). Indeed, the Islamic Republic of Iran Broadcasting assumes a distinctive role in infusing social vitality into the fabric of society; to this end, it has endeavored to foster vitality among its audience through the production and dissemination of humorous and uplifting programming. Notably, the I Film network has aspired to undertake substantial initiatives aimed at augmenting social vitality through the production and broadcasting of popular and comedic programs in recent years. Happiness and vitality are also regarded as indicators of the mental and physical well-being of individuals. Given that happiness and vitality constitute integral aspects of human nature and essence, and considering that human beings are inherently goal-oriented entities striving for happiness and prosperity, they are unlikely to experience joy until they attain their desired objectives. It can be asserted with conviction that all human endeavors throughout life are directed toward the attainment of happiness and vitality in the future, thereby designating happiness and vitality as significant variables in the context of development. Therefore, the sensation of social vitality represents one of the critical supports for individuals in confronting various risks and hazards, including but not limited to family violence, divorce, suicide, delayed marriage, failures, and numerous choices, all of which may engender feelings of insecurity, diminished self-esteem, a sense of deprivation, and dissatisfaction with life. As a

consequence, the overall levels of vitality and happiness among individuals may diminish, preventing society from effectively leveraging its inherent potential.

Social vitality constitutes a foundational and indispensable element of social existence, such that, in comparison to any other characteristic or spirit, it most significantly contributes to the enhancement of interpersonal relationships and social engagement ([Khatibi, 2017](#)). Social vitality aids in the preservation of health and, to a certain degree, contributes to the extension of individuals' lifespan. Happiness has the capacity to enhance physical health. Individuals who experience happiness exhibit a heightened sense of security, exhibit greater decisiveness, possess a more collaborative disposition, and report increased satisfaction with their cohabitation circumstances. Regarding social imperatives, it is crucial to acknowledge that students constitute a significant demographic within society, serving as national assets and exemplars for others, thus rendering the exploration of the emotions and sentiments of this societal segment of paramount importance ([Khademian & Faraji, 2012](#)). The experience of happiness is intrinsically linked to an individual's positive emotional state and overall life satisfaction. Empirical research indicates that happiness, positive emotional experiences, emotional equilibrium, and life satisfaction are personality traits that exhibit a strong intercorrelation ([Hezarjaribi & Safary, 2010](#)). The cardinal attributes of a society that influence the degree of happiness and vitality among its populace encompass: economic prosperity, purchasing power, the capability to furnish essential living conditions, personal autonomy, interest in life, average quality of life, and relative health ([Rabani Khorasegani et al., 2007](#)). Social vitality stands as a critical element of social well-being, which has emerged as a pivotal theme in public policy and welfare strategy, particularly with the advent of novel theoretical frameworks in development emphasizing human health-centered growth and the redefinition of health from negative connotations (absence of disease) to affirmative interpretations (presence of social and psychological states such as vitality). Happiness and joyfulness, recognized as fundamental positive emotions and essential intrinsic desires and psychological necessities of human beings, are instrumental in safeguarding the health of individuals and the collective society. Given that happiness is invariably accompanied by elements such as contentment, optimism, hope, and trust, it possesses the potential to expedite the process of social advancement ([Hezarjaribi & Safary, 2010](#)).

The national media disseminates a diverse array of missions continuously throughout the day and night. This media, from the perspectives of psychology and behavioral sociology, plays a significant role in influencing the behavioral patterns of the populace and steers societal behavior in various directions, thereby laying the groundwork for the reinforcement of societal values. Indeed, the behavioral dimension is, in a psychological sense, an individual-centric aspect, whereby national television media impacts the conduct of each individual within society who constitutes its audience. The behavioral dimension will also be evaluated through components such as interest in others and affection towards them, exerting a positive influence on surrounding events and individuals, humor, propensity for laughter or smiling, the absence of anxiety in social interactions, and enthusiasm for participation in social gatherings and celebrations ([Moidfar & Jahangiri, 2009](#)).

In general, cognitive frameworks, along with their respective dimensions and components, offer a multifaceted explanation of human behavior from diverse vantage points. Each perspective delineates psychological behaviors predicated upon distinct methodologies, processes, and descriptions. These frameworks are categorized as cognitive approaches. It can be asserted that these specific cognitive frameworks and dimensions within national television media underscore the significance of external stimuli in relation to behavior while concurrently highlighting the internal processes occurring within individuals. The external environment serves as a mediating factor between internal stimuli and observable behavior, which remains inherently elusive. National media possess the capacity to fortify the cognitive dimension within individuals through their vernacular, thereby exerting a notable influence.

National television possesses the potential to reinforce the emotional dimension within individuals, thereby establishing a foundation for its enhancement. It can be posited that a critical component within national media is the emotional dimension, which can bolster national values by evoking emotional responses in individuals and mobilizing them for public gatherings and demonstrations. Overall, national media can assume a pivotal role in augmenting the emotional dimension, effectively contributing to its proliferation. The structural characteristics of ideological societies exert a more pronounced influence on the emotional dimension, particularly within media contexts, in comparison to other societal frameworks. The emotional dimension as represented in

national television constitutes a significant attribute that has, thus far, executed its function with commendable efficacy ([Mínguez, 2020](#)).

The swift and extensive proliferation of media and social networks among individuals has engendered consequential implications for both users and society at large. These technological advancements have transformed lifestyle patterns and concurrently exert an impact on individuals' social capital. A salient discourse within the domain of social vitality pertains to the findings generated by various institutions and publications regarding the state of vitality across different nations, with Iran often positioned in lower rankings. An examination of results from international entities such as the Gallup Polling Institute, Forbes magazine, and the Human Development Report from the United Nations reveals a suboptimal standing of social vitality within Iranian society. This is particularly concerning given that socio-cultural vitality constitutes a fundamental issue and necessity for every society, particularly among youth demographics. Socio-cultural vitality is interrelated with multiple variables and serves to mitigate numerous societal harms and challenges ([Gray et al., 2013](#)). A multitude of extensive factors and variables can be identified as contributing to the happiness of both individuals and society; facilitating vitality through media, owing to its pervasive and comprehensive nature, appears to be the most efficacious approach to achieving this objective and enhancing social capital. Presently, mass communication media have become an essential component of human existence, rendering their influence on individual life trajectories unmistakable. Notably, despite the escalating prevalence of media in contemporary human life, their capacity to shape individuals' attitudes and behaviors remains undiminished ([Moon, 2013](#)). McLuhan posits that the media prevalent in each historical period shapes the characteristics of the society within that period. He contends that the advancement of any society has occurred concurrently with the evolution of technology pertinent to that society ([Logan, 2010](#)). A significant concern articulated by the researchers engaged in this inquiry was the prevalence of cheerfulness and the media's contribution to fostering a joyful environment within society. The authors of the current investigation assert that the media landscape ought to be structured in a manner that institutionalizes cheerfulness within the social fabric. This is predicated on the premise that alongside the existence of wars, crimes, and homicides, there also coexists a plethora of celebrations, nuptials, and joyous events within society. Nonetheless, it appears that a broad spectrum of media outlets tends to illuminate societal blemishes with greater prominence. When

disseminating news, and when an adverse event is transformed into sensational coverage, the underlying reasons for such occurrences should likewise be communicated. In essence, a comprehensive diagnostic examination ought to be undertaken to address these issues, a practice that is perhaps infrequently executed by the media, which, by fixating on negative news, cultivates a dusty and morose atmosphere within society. The media is unlikely to contribute to the resolution of societal issues by accentuating societal abnormalities and perpetually showcasing them; conversely, an opposite outcome may also ensue. It appears imperative for the media to infuse society with joy by drawing upon cultural and traditional themes, as well as the simplicity of unadulterated life, independent of the complexities of contemporary existence ([Khabazi et al., 2014](#)).

The concept of happiness holds significant relevance in contemporary human existence, as the presence of joy engenders innovation, creativity, and overall well-being in professional settings, enhances productivity and service provision, and fosters individual allegiance to organizations, consequently endowing organizations with health and dynamism. In the present day, joy is deemed an essential component across all societal classes and groups. It is unequivocal that happiness and contentment manifest in diverse forms across various societal strata, with this variability attributable to the levels of development and the distribution of wealth and income within society. It must be acknowledged that joy-centric approaches among individuals occupying elevated social positions are fundamentally predicated on joy. It appears that, notwithstanding the fact that our nation possesses a rich historical and cultural heritage in happiness, and that our history, culture, and calendar have been replete with religious observances and celebratory events from antiquity to the present, the contemporary scenario diverges significantly; the happiness within society has ostensibly diminished in the face of numerous social challenges and declining economic conditions, and even domestic media outlets are ineffectual in their outreach to the populace. In numerous instances, when the discourse revolves around "social vitality," the collective imagination gravitates towards celebrations, entertainment, laughter, and, in essence, merriment; however, it is important to recognize that this aspect constitutes merely one of the determinants of happiness. From the perspective of experts in the field, the paramount indicators of social vitality encompass trust and social capital, optimism and anticipation for the future, along with a sense of contentment and joy, which collectively pertain to the psychological and intrinsic dimensions of

both individuals and society. Indeed, social vitality encompasses factors such as mental comfort and security, hope for future prospects, and overall satisfaction, and it is widely recognized today as a requisite across all strata and demographics within society ([Zoghi et al., 2022](#)). Furthermore, a comprehensive examination of both domestic and international research on this topic reveals a notable absence of extensive studies evaluating the impact of national television programming on social happiness, specifically within the context of universities in Bushehr province; only relatively related studies have been conducted in this domain, including works by [Rabani Khorasegani et al. \(2007\)](#), [Hezarjaribi and Safary \(2010\)](#), [Khademian and Faraji \(2012\)](#), and [Rezadoust et al. \(2014\)](#), which indicate that television features programs designed to enhance viewer happiness. In articulating the necessity of the current study, it is essential to acknowledge that the prevailing levels of cheerfulness among young individuals, particularly students, are alarmingly low. A critical issue to be addressed is whether the inclination of national programming leans more towards humorous content or other value-driven and cinematic offerings. The primary focus of this study is the degree of cheerfulness experienced by students. Are the requisite processes and frameworks for fostering cheerfulness among students duly recognized by national media? In a broader context, the current broadcasts on national networks suggest a disproportionate allocation of time towards programming, or conversely, an inadequate emphasis on content that is humorous and uplifting. Should today's youth be presented with engaging and stimulating programming from national media, they would likely exhibit a diminished inclination towards social networks or detrimental foreign networks that disseminate cultural propaganda. It is evident that a substantial proportion of families presently devote a significant amount of their time to various foreign channels through satellite installations. Conversely, it is observed that provincial networks are also unresponsive to this pressing issue. Fundamentally, if greater airtime is allocated to television programs on national networks that aim to cultivate the social vitality of young individuals, the foundation for enhancing vitality among students will be fortified, thereby steering society towards more holistic development. Given that university students in Bushehr province are themselves active consumers and audiences of television programming; while also perceiving the positive and negative reactions of all viewers within the organization, the researchers have judiciously selected this demographic as the sample for study. Consequently, the objective of the present investigation is to assess the influence of national television programming on social vitality, with a particular



focus on the case study of universities in Bushehr province. In pursuit of this objective, the current research endeavors to address the principal inquiry: what influence has the impact of national television programming on social vitality (a case study involving universities in Bushehr province) exerted?

### **Material and Methods**

The methodological approach employed in the current investigation is characterized as a survey methodology. The statistical demographic pertinent to this study encompassed a total of 51,902 university students from Bushehr province, who were selected utilizing the Cochran formula, resulting in a sample size of 384 individuals, and implemented through a cluster sampling technique across the universities situated in Bushehr province (namely Islamic Azad Universities, Payam Noor, and Persian Gulf universities), with the national television program questionnaire subsequently disseminated among the selected participants. In this investigation, a researcher-developed questionnaire comprising 23 items pertaining to the national television program was utilized, which encompassed three emotional dimensions (items 1 to 7), a behavioral dimension (items 8 to 15), and a cognitive dimension (items 16 to 23). To assess the reliability coefficient of the instrument, the Cronbach's alpha method was employed, yielding a reliability score of 0.87 for the emotional dimension, 0.85 for the behavioral dimension, and 0.86 for the cognitive dimension, respectively. Collectively, the reliability of the national television program instrument was determined to be 0.87. Regarding the validity assessment, it is noteworthy that the questionnaire was presented to several esteemed scholars within the humanities and sociology disciplines, particularly to those distinguished professors who served as mentors and advisors, and its content and face validity were duly validated. Concerning ethical considerations, the statistical participants were assured that the inquiries posed were solely for research purposes, and they were not required to disclose their names; furthermore, their involvement in the study was entirely voluntary and devoid of any coercion. Additionally, to express gratitude towards the statistical participants, a succinct summary of the findings was subsequently provided to them.



## Results

Positive and affirmative emotions, as well as moods, constitute one of the critical dimensions of social vitality. In the current investigation, 11 items were utilized to evaluate this particular dimension. The findings of the investigation indicate that the most favorable emotional responses of the participants stem from a sense of self-satisfaction (self-pride), whereas the least favorable responses arise from the experience of pleasure concerning a prevailing situation; thus, the sensation of pride and self-satisfaction assumes a more significant role in fostering positive emotions among the subjects studied than the other emotions referenced. The behavioral aspect represents another dimension of social vitality. In this study, 8 items were employed to assess this dimension. The outcomes reveal that the participants exhibit the highest levels of agreement with numerous and exceedingly numerous options, recording percentages of 3.96 and 3.56, respectively. The item "I exhibit cheerfulness and a smile when interacting with others" demonstrates the highest mean score (3.95), while the item "I experience reduced nervousness following unpleasant incidents and swiftly return to a normal state" reflects the lowest mean score (2.75). The cognitive dimension constitutes yet another aspect of social vitality. In the present research, 8 items were applied to evaluate this dimension. The results indicate that the highest mean score (3.27) corresponds to the inquiry "When comparing your present circumstances to those five years prior, to what extent have improvements occurred and how satisfied are you with these changes?". Conversely, the inquiry "In comparing your situation to the ideal scenario, to what extent have you attained your desired outcomes?" holds the lowest mean score (2.78). Indeed, the most favorable assessment of individuals' lives is linked to contentment with their current circumstances in relation to the previous five years, while the least favorable assessment is associated with satisfaction with the present situation when compared to ideal standards.

Table 1 illustrates the profile of respondents' answers to inquiries regarding the emotional dimension of social vitality, Table 2 delineates the profile of participants' responses to inquiries concerning the behavioral dimension of social vitality, and Table 3 encapsulates the profile of participants' responses to inquiries related to the cognitive dimension of social vitality.

**Table 1.** Profile of participants' responses to questions on the emotional dimension of social vitality variable

Emotional dimension	Agreement degree						No response	Mean	SD
	Very high	high	Medium	Low	Very low	None			
I am a happy and cheerful person.	14.60	26.60	43.50	10.20	2.30	1.60	1.30	3.36	1.03
Despite all the problems I have, I feel that the future is full of hope.	28.10	23.70	29.90	9.90	3.10	3.40	1.80	3.54	1.27
I feel that I can control all aspects of my life.	9.10	18	26.60	29.20	11.50	2.30	3.40	2.76	1.22
The whole world seems beautiful to me.	22.10	25.30	31	9.40	5.20	5.70	1.30	3.32	1.37
These days, when I wake up, I feel more energetic than before.	8.60	15.60	29.30	25.30	9.60	10.70	1	2.55	1.38
I am content with who I am and I do not wish to be like anyone else.	47.90	14.10	12	14.80	6.20	3.10	1.80	3.74	1.49
My abilities are so great that I feel that I can do anything.	21.60	25.30	36.50	9.60	3.60	1.80	1.60	3.46	1.15
I am generally an optimistic person and I look at events and happenings around me with a positive perspective.	18.20	27.30	35.70	10.9	3.9	3.1	0.80	3.35	1.19
I feel that life is full of encouragement and hope.	16.40	28.60	30.50	15.10	5.90	2.90	0.80	3.26	1.23
Life is worth so much to me that I love it.	31.20	13.80	17.40	23.20	8.60	3.60	2.10	3.25	1.51
I feel great pleasure from the situation I am in.	9.90	20.10	31.50	18.50	7.80	9.40	2.90	2.46	1.39

**Table 2.** Profile of participants' responses to questions on the behavioral dimension of social vitality variable

Behavioral dimension	Agreement degree						No response	Mean	SD
	Very high	high	Medium	Low	Very low	None			
I am a humorous person and usually joke with others.	5.30	8.25	9.27	3.80	2.40	8.10	6.10	65.30	22.10
I often leave a positive and good impression on the people around me.	1.20	8.31	5.36	8.60	3.20	5	1.20	60.30	0.99
I like other people.	28.10	37.20	27.10	3.10	1.80	1.60	1	3.80	1.03
After unpleasant events, I get less nervous and quickly return to normal.	12.20	19	27.30	19	13	7.60	1.80	2.75	1.43
I am cheerful and smiling when dealing with others.	31.50	37.80	24.50	3.90	1	0.30	1	3.95	0.92
I am interested in participating in social gatherings (parties, weddings, celebrations, etc.).	32.60	32.30	21.40	5.70	5.50	2.60	0	3.72	1.26

**Table 3.** Profile of participants' responses to questions on the cognitive dimension of social vitality variable

Cognitive	Agreement degree						No response	Mean	SD
	Very high	high	Medium	Low	Very low	None			
If you could live your life over again, how much would you want your current life to be like?	10.70	22.40	32.80	18.50	7.60	6.50	1.60	2.90	1.32
Compare your situation with yours five years ago, how much better have things become, and how satisfied are you with it?	25.50	21.90	26	12.50	6.30	7	0.80	3.27	1.48
When you compare your situation to your ideal situation, how close have you come to what you wanted?	5.70	18.50	43	18.80	9.10	4.70	0.30	2.78	1.16
When you compare your situation to others who have been in your same situation, how far ahead are you?	13.50	24	36.50	16.90	5.50	2.90	0.80	3.14	1.19
Taking all aspects into account, how satisfied are you with your life?	11.20	30.70	34.60	12.20	6.30	3.10	1.80	3.19	1.18

The association between the engagement with television programming and the enhancement of the emotional, cognitive, and behavioral facets of social vitality, as perceived by university students in the Bushehr province, is delineated in Table 4.

**Table 4.** The relationship between the engagement with television programming and the enhancement of the emotional, cognitive, and behavioral facets of social vitality

Variable	R value	P
Emotional dimension	0.311	0.04
Behavioral dimension	0.319	0.02
Cognitive dimension	0.308	0.05

The findings derived from the Pearson correlation coefficient analysis revealed that the correlations among the two variables are 0.311, 0.319, and 0.308, respectively, and the resultant sigma suggests that the hypothesis is substantiated. This hypothesis, which posits a relationship between national television programming and the enhancement of the emotional, cognitive, and behavioral dimensions of social vitality among university students in Bushehr province, is corroborated ( $p < 0.05$ ).

## Discussion

The purpose of this study was to investigate the effect of national television programs on social vitality (studying universities in Bushehr province). The findings indicate that the relationship

between national television programs in increasing the emotional, cognitive, and behavioral dimensions of social vitality of students in universities in Bushehr province was confirmed.

This result is in line with the findings of [Rabani Khorasegani et al. \(2007\)](#). As research has shown, national television media can play a significant role in various value and cultural dimensions in a society. National media programs can help society achieve this goal by creating educational programs based on changing lifestyles or providing conditions that lead to creating social vitality. National media, by providing news and reports, gain the trust of individuals and, on the other hand, can create conditions based on a sense of security among people. In programs such as documentaries or reports, they can reduce the feeling of relative deprivation compared to other people in society and thus increase their social vitality, because showing what the majority of people are deprived of leads to a feeling of relative deprivation among them. Therefore, national television media programs play a role in creating social vitality.

The results of this study showed that national media can play a significant role in developing a culture of social vitality, and on the other hand, this issue can also extend to other aspects of people's lives. Therefore, it is suggested that programs that lead to a reduction in the feeling of deprivation or programs that change people's lifestyles in line with the current conditions prevailing in society in the direction of happiness and vitality be broadcast more, and that experts and specialists be consulted for this issue so that these programs can be produced and broadcast in a specialized and factual manner. The mere amount of television viewing does not have a significant relationship with social vitality; rather, what is important is the content and type of television programs, meaning that by increasing the amount of viewing of entertainment and educational news programs on television (which are the same behavioral, cognitive, awareness-raising, and emotional dimensions), the level of social vitality of the people under study also increases. This result confirms the theories of [Byrd et al. \(2017\)](#) that the media functions in creating peace and social vitality. In line with the research of [Hezarjaribi and Safary \(2010\)](#), they found that there is no relationship between the amount of media use and the feelings of young people towards social life (feelings of depression, hopelessness, vitality, etc.), but rather the type of media used affects the feelings, so that young people whose source of information is more traditional media (television, radio, and newspapers) have higher (more positive) feelings towards social life than young people who have received their information from modern media.

The results of the present study are somewhat consistent with this research. This finding is also consistent with the results of [Jeon et al. \(2014\)](#) that television has programs to make people happy. The results obtained are also consistent with the findings of [Khademian and Faraji \(2012\)](#) and [Hezarjaribi and Safary \(2010\)](#). Another important result of the present study is that the cognitive dimension of the concept of social vitality of students has a stronger correlation with television news-educational programs compared to other dimensions of happiness. According to the cultivation theory, television cultivates beliefs and convictions about social reality; therefore, the existence of a strong correlation between the use of television news-educational programs and the cognitive dimension of students' social vitality (which includes the individual's judgment of the degree of desirability of his or her entire life) is an acceptable result. On the other hand, the results of this study are consistent with the research of [Rezadoust et al. \(2014\)](#). Data analysis indicates that the use of entertainment and educational news programs and other programs related to the behavioral dimension of television has a significant relationship with the level of social vitality. Based on the cultural approach to happiness and the theories of [Diener \(1984\)](#) and other theorists, some cultures emphasize different aspects of happiness and various factors for creating happiness. In other words, since the culture of happiness and the ways to be happy that are emphasized by social happiness programs are appropriate for Iranian culture and the conditions of our society and play an effective role in terms of behavioral dimensions, as a result, behavioral television programs have a positive relationship with students' social happiness. The current claim of the seeding theory is that the effectiveness of the media is indirect, gradual, concentrated, and cumulative.

In discussing research limitations, it should be stated that given that the population of the sample studied is limited to university students, caution should be exercised in generalizing the results to other groups. Given that national television programs have a greater impact on the level of social vitality of students than other programs, including social networks, it is therefore recommended that the Iranian Broadcasting Organization seek to popularize the programs among young people. It should be noted that other relevant institutions, such as the Ministry of Culture and Islamic Guidance, should also make all-out efforts to promote social vitality among young people, especially students, therefore it is recommended that the Iranian Broadcasting Organization take action to produce and broadcast entertaining and happy programs. One of the useful measures in

this regard is the creation of a music network with regard to Iranian-Islamic culture and, of course, the interests of students.

#### Data availability statement

The original contributions presented in the study are included in the article/supplementary material, further inquiries can be directed to the corresponding author.

#### Ethics statement

The studies involving human participants were reviewed and approved by the ethics committee of Islamic Azad University. The patients/participants provided their written informed consent to participate in this study.

#### Author contributions

All authors contributed to the study conception and design, material preparation, data collection, and analysis. All authors contributed to the article and approved the submitted version.

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#### Conflict of interest

The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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