





# Sociological Study of the Relationship Between Media Literacy and Political Socialization Status of Male High School Students in Mahenshan City in 1400

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## Abstract

Socialization, as a process that makes a person familiar with the way of life in his society, is considered important and necessary for every society. Several factors such as media literacy of people are effective in this matter. The purpose of this research is to investigate the relationship between media literacy and the socialization status of high school male students in Mahenshan city in 1400, using Potter's cognitive theory of media literacy. The research method was a survey and the data collection tool was a questionnaire. The statistical population includes male high school students in Mahenshan city in 1400, 150 people were selected as the main sample of the study using a multi-stage cluster random sampling method to check whether there is a relationship between media literacy and the socialization status of high school male high school students in Mahenshan city. has it. The research findings show that the correlation coefficients of understanding the content of media messages with 0.910, conscious selection of media messages with 0.886, critical look at media messages with 0.653, analysis of media messages with 0.770, awareness of goals Hidden with 0.511 and contextual variables with 0.742 have an effect on the sociability of male high school students in Mahenshan city. The results show that there is a direct and significant relationship between the media literacy of the statistical population and the socialization status of male high school students in Mahenshan city.

**Keywords:** Media literacy, Socialization, Media Messages.

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## Introduction

Political socialization, as a process of transformation of a person, from birth to when he is accepted as a citizen in the social system, is considered important and necessary for every society. Several factors such as media literacy of people are effective in this matter. The process of socialization of a person should be examined from two dimensions. Individual dimension and social dimension. The individual dimension of socialization is: the learning process through which a person finds his social identity and learns how to live in the community, and its social dimension is the process through which the society educates its members to regulate social affairs and the continuation of social life.

In today's era, when the media surrounds us from all sides and provides us with new information and news every moment, in such an environment, the knowledge we received through the family helps us along with media literacy, to learn how to use the media and information sources and in this way, to select the information provided by the media. To know what to choose and which to discard. This level of skills and knowledge allows us to get out of the passive and one-sided mode in relation to the media. Educating and increasing the awareness of the audience in cognitive frameworks makes us have a critical look at the media and the news and information published by them. The common goal of all socializing factors is to internalize society's norms and values in the individual. But in the socialization process, there are various factors that are effective in a person's socialization. The multiplicity of socialization factors is a social reality today, which, along with the complexity of the social system, has a tremendous effect on strengthening the problems of socialization.

The purpose of this research is to investigate the relationship between media literacy and the socialization status of high school male students in Mahenshan city in 1400, using Potter's cognitive theory of media literacy.

The research method was a survey and the data collection tool were a questionnaire. The statistical population includes male students of Mahenshan city in 1400, cluster random technique was used to determine the sample units.

In this research, the data collection method is mainly the questionnaire technique, and a large amount of field information is obtained with this technique. Based on the hypotheses and research questions, the writer prepares and adjusts the initial questionnaire, and after the preliminary test and correcting the flaws of the questionnaire, the researcher prepares the final questionnaire; Then, by using the researcher's questionnaire, the required information is collected, in this way, the field part of the research is done by answering the distributed questionnaire from the statistical sample group. To ensure the validity of the important questions of the questionnaire, the opinions and intellectual assistance of the advisors and consultants have been used, and in order to measure the validity, the researcher-made questionnaire has been checked with the content validity method and the face validity method. In this way, a preliminary questionnaire was prepared first, and the face validity of the questionnaire was confirmed by consulting and using the opinions of supervisors and advisors. To estimate the reliability of the questionnaire, after completing about 50



questionnaires for the pre-test, we use Cronbach's alpha coefficient to estimate the reliability of the research concepts, In a way that the items that had a lower correlation with the total index or were difficult to understand for the speakers' answers, were modified or replaced by other appropriate items. Also, in order to check the background of research and review scientific ideas, library documents and reference to books, periodicals, domestic and foreign articles and reliable internet sites have been used.

150 people were selected as the main sample of the research by multi-stage cluster random sampling method to check whether there is a relationship between media literacy and the socialization status of high school male students in Mahenshan city.

The research findings show that the correlation coefficients of understanding the content of media messages with 0.910, conscious selection of media messages with 0.886, critical look at media messages with 0.653, analysis of media messages with 0.770, awareness of goals Hidden with 0.511 and contextual variables with 0.742 have an effect on the sociability of male high school students in Mahenshan city.

The results indicate that the media literacy of the statistical population includes, understanding the content of media messages, conscious selection of media messages, critical look at media messages, analysis of media messages, awareness of hidden goals and background variables has a direct and meaningful relationship with the socialization status of male high school students of Mahneshan city.

