



THE IMPACT OF GLOBALIZATION ON SOCIO-CULTURAL CHANGES IN THE IRANIAN FAMILY

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ABSTRACT

The family in today's world is subject to change and transformation more than in the past. Sociological and cultural studies show that the change of societies has changed the nature of the family, and therefore it is not possible to talk about the family as an unchanging and static thing. In the last two decades, the family in Iran as a peripheral and influential society has changed under the influence of external and internal factors. The rapid and sometimes inevitable changes in many aspects of today's life due to factors such as globalization, the expansion of communication and information technology, and the networking of society have also exposed the family to change and transformation, and there is a significant change between the changes in the Iranian family and the family has created in global societies. The importance of this article is that the changes and transformations that have happened during globalization and modernity have left consequences through the world of information and communication; And it seems that in the country of Iran, cultural and social life has undergone more changes than other areas of life, and some social and cultural developments have opened the way for the emergence of social and cultural groups with different worldviews and different demands.

Of course, due to its cultural nature, this transformation leaves its mark in the family center more than anywhere else. Therefore, since any type of change in the society is rooted in the family, the main changes in the social system of Iran have either been realized through the family or its orientation has been focused on the family.

KEYWORDS

family; traditionalism; transformation; globalization; society; culture; cultural groups; communication.



ВЛИЯНИЕ ГЛОБАЛИЗАЦИИ НА СОЦИОКУЛЬТУРНЫЕ ИЗМЕНЕНИЯ В ИРАНСКОЙ СЕМЬЕ

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АННОТАЦИЯ

В современном мире семья подвержена изменениям и трансформациям больше, чем в прошлом. Социокультурные исследования показывают, что инновационное развитие обществ изменило природу семьи, и поэтому нельзя говорить о семье как о неизменной и статичной. За последние два десятилетия иранская семья под воздействием внешних и внутренних факторов существенно изменилась. Быстрые и неизбежные изменения во многих аспектах общественной жизни, вызванные такими факторами как глобализация, расширение коммуникационных и информационных технологий и сетевое взаимодействие общества, также оказали сильное влияние на трансформацию иранской семьи.

В статье проводится сравнительный анализ ценностных установок и нормативного поведения традиционной иранской семьи и семьи, созданной в глобальном социуме. Цель статьи – показать влияние информации и коммуникации на происходящие изменения в иранской семье. В итоге, выявлено, что культурная и социальная жизнь в Иране претерпела больше изменений, чем другие сферы жизни, открыв путь для формирования социальных и культурных групп с различным мировоззрением и требованиями.

Поскольку семья является центром иранского общества, то изменения, происходящие именно в семье, а затем распространяются на все общество, постепенно меняя социальные отношения. Таким образом, поскольку любые изменения в обществе начинаются с семьи, то и основные изменения в социальной системе Ирана либо осуществлялись через семью, либо их целью была семья как ячейка общества.

КЛЮЧЕВЫЕ СЛОВА

семья; традиционность; трансформация; глобализация; социум; культура; культурные группы; коммуникация.



INTRODUCTION

The aim of the article is to look for answers to these questions that, considering the transfer of changes from Western and European societies to Iran, do Iranian families also experience the same processes of transformation and changes in the age of globalization as in Western and European countries are witnessing or have taken another path of these developments.

Research Methodology is the descriptive-analytical method. Also, what structural and functional changes has the contemporary Iranian family experienced in the process of globalization and what challenges and opportunities have been created for it? This article examines the cultural and social changes in the structure and function of the Iranian family with a cultural and pathological perspective due to globalization. Most studies regarding globalization have a negative and pathological attitude towards the family. In this research, it has been tried to explain culturally appropriate suggestions for empowering the family and it is not limited to pathological aspects. In the field of the effect of globalization and changes in the family, many researches have been conducted, and by reviewing these works, it can be said that the researches related to the changes in the family have generally moved in two directions: the first group of works that focused on the impact of a dimension of globalization on a part of family changes or a dimension of family change. And the second category has addressed the challenges faced by the family under the influence of globalization and modernity (Rezaei, Sarokhani, 2018).

LITERATURE REVIEW

In the course of its changes and transformations, the institution of the family has seen various forms. Today, it is believed that the Iranian family has undergone transformation and change in three forms: traditional, modern and post-modern. In the West and Europe, the more we advance, the more we see the signs of the traditional and extended family, and even modern families have faced challenges with the arrival of the signs of the postmodern family. But the situation in countries like Iran is a little different, and the way the family has changed in the West and Europe, it has changed differently in Iran (Rezaei and others, 2017). In the last few decades, globalization is one of the topics that have caused many discussions in cultural and academic forums and many interpretations have been presented (Smith, 1999). Globalization is an overarching concept that has been established to describe the intertwining and interconnectedness of human society on a global scale. David Held, Anthony McGraw and many theorists of globalization agree on the fact that the said phenomenon is a set of processes that cause changes in social and cultural relations (Jones, 2006). In the last decades of the 20th century, since cultural actions have global consequences and effects, culture has gained importance and theories related to it are revealed as one of the components of globalization (Zahedani, Kaveh, 2017). It seems that the extent of this transformability is visible in all structural-functional dimensions and angles of the family. Considering the accelerated changes observed in different societies in terms of industrialization,



transformation of population structure, expansion of urbanization, value changes, etc., the transformation of the family is no longer an issue exclusive to a particular society or societies (Good, 1963). On the other hand, the family is more affected by the current of changes in society than other social institutions (Armaki, 2007). With the passage of time and Iran's entry into a certain stage of development and considering the unwanted consequences of globalization, the need to pay attention to the situation of the Iranian family becomes more clear; Because we are witnessing the remaining of some norms of the traditional family model, which is inconsistent and incongruous with the new changes. After the occurrence and impact of these changes, damage and problems were created in the family and in the society after that, which is necessary to recognize the nature of the changes in the family, its dimensions and consequences in order to prevent or deal with them. Understanding the new society under the influence of the globalization process is meaningless (Labibi, 2014). On the other hand, globalization causes national cultures to be marginalized and left out. Therefore, every person in every society will witness that he loses the value of local and national cultures and tends to cultures that are intellectually, morally and spiritually the result of other cultures (Qolizadeh, 2012). In addition, the quality of relationships in families, affected by the process of globalization, is going down at a more or less rapid pace. Also, globalization, due to fundamental changes in communication, individualism, consumerism and the weakening of local cultures, has greatly affected the relationships between family members. So that in the field of communication and information technologies, people in the family institution are in a one-way relationship with technological industrial systems and tools such as the media, which they have no influence on (Navabinezhad, 2007). Therefore, the accelerated process of globalization strongly affects culture. In a world that is a product of globalization, humans interact with each other and can be aware of each other at any moment through satellite communications (Qolizadeh, 2012). According to the mentioned materials, we will examine some of the changes in the Iranian family in the course of globalization.

FAMILY STRUCTURAL CHANGES

One of the systems in which the interaction of people and relationships between them is formed is the institution of the family. In the family environment, people are bound to each other under the influence of mutual needs, communication patterns and a sense of loyalty. And the action of each person affects other family members. The presence of the media in general and satellite media in particular during globalization has had a very deep impact on the structure of the family and its culture, which we mention some of them: 1) Satellite media make the walls of the family more permeable and bring events into homes not only at the national level but also at the global level; 2) It is possible to communicate with the outside world in the family environment; 3) the arrangement of family furniture will be affected by satellite programs; 4) the architecture of houses changes due to the presence of new media; 5) instead of communicating with each other, humans communicate with the objects around them, and in fact, a



phenomenon called object dominance occurs; 6) the emotional atmosphere of the family decreases; 7) The habits of the family change, for example: the eating plan matches with the mass media and the type of food also changes and becomes simpler due to the use of the media more and more; 8) The difference in the media and what exists in real life causes conflict in the family; 9) Family values are distorted and as a result, dual personalities are formed (Enayat, Movahed, 2004). According to the mentioned materials, it is determined to what extent the members of a family can be effective in the systematic and systematic work flow of the family. It seems that paying attention to a communication perspective is useful for examining family relationships, because interaction is an integral part of communication and it is through a communication act that people initiate, define, maintain and end their social interactions. That is, the family has changed from extended to nuclear, and then to single-person and single-parent families, and finally, cohabitation without marriage and the proportion of babies born without a marriage contract, and even a sharp and unprecedented drop below the level Replacement is increasing (Ashrafi et al., 2019).

CHANGE IN ROLES AND FUNCTIONS

The meaning of the change in roles and functions is that, first, the traditional and old roles of men and women and children within the family have been changed; That is, male management and the role it has in determining the family's livelihood and economy have been removed from the monopoly of men, and with the entry of women into the field of work, this matter has changed deeply (Castells, 2001). When children reach working age, they are separated from the family environment and play their role in the society independently. This is despite the fact that in the past, having a child was considered to mean earning more money or defending the family in conflicts. In fact, it can be said that the institution of the family in general and in the social environment has lost its previous functions. In today's societies, due to the specialized division of labor, each person is responsible for a special economic function; The function of socializing children has almost been taken from the family and left to schools. Economic functions are also taken from the family; That is, the government, through welfare programs, social security, providing housing and health services, has taken away the power of maneuvering and developing the functions of the family. The protective function of the family has also been taken from the family and handed over to the government. Religion and religious education, which were once in the hands of the family, are now in charge of government institutions (Cohen, 1999).

CHANGE IN LIFESTYLE

In today's world, not only the old and traditional lifestyle has put the family in a tight spot and even brought it close to collapse, but it has also made both the individual and the family face a variety of styles. On the other hand, women's employment is accepted in modern societies. Gradually, in the last 50 years, due to the increase in



education and social skills of Iranian women, their employment in the society has also been on an upward trend. Self-belief, conscious living, self-restraint, self-responsibility, sufficient self-confidence, self-affirmation, purposefulness and honesty are also among the elements that are seen more often in working women (Shahabi, Jahangardi, 2008). Women's employment outside the home is one of the social phenomena of interest in the sociology of the family, which, although it may indicate the social progress of women, but because it deals with the support and care functions of mothers and the performance of marital duties, it has been considered. and its consequences are carefully evaluated and investigated (Ezazi, 2008). Along with the transformation in the construction and functions of the family and the action to speed up this transformation, the women's base is also changing. Industry and urbanization allow women to find a job outside the home, and on the other hand, the urban environment helps her freedom before and after marriage; In the family consumption unit, he has a part of the budget or at least what is related to daily consumption, and he has a lot of freedom in the care and education of his children (Masoudi, 2009).

DEMOGRAPHIC CHANGES

In contemporary society, globalization directly and indirectly affects family life through strategies and programs created by economic and social policies (Labibi, 2014). Perhaps no factor is affected by population changes as much as the family, in such a way that with the gradual changes in the population, the institution of the family also changes. Accordingly, the family, which is a social institution, has experienced changes under the influence of the globalization process, which has put it in conflict with the traditional family, and in the process of globalization, it has experienced increasing contradictions (Rezaei and others, 2017). On the one hand, there is the necessity of women's economic participation in the family, and on the other hand, the desire to be a mother and have children, which are in conflict with each other (Turner, 2002). In the meantime, the widespread presence of working women in social life, the change and degradation of the position of marriage in its traditional form and the emergence of a phenomenon called "marriage delay", the replacement of acquired roles instead of assigned roles for women in the cultural space, and the reduction of childbearing and desire Being an only child is one of the consequences of changing roles in the age of globalization (Giddens, 2003). Compared to other social institutions, the Iranian family has undergone more fundamental changes. Statistical, social and cultural evidence showing the increase in marriage age, decrease in fertility, increase in expectations from life, etc., all indicate a change in the family (Labibi, 2014). Change from extended to nuclear family, independence of young people in choosing a spouse, marriage at an advanced age, widespread celibacy, change of natural fertility to controlled procreation and change in the number of children, etc., considering the influence of different groups on the effects of globalization of these changes has made it asynchronous and asynchronous. Compared to other countries, Iran has different demographic conditions, even at provincial levels within the country, different demographic levels and trends can be observed. The fertility



of the country has decreased below the replacement level and this issue has a completely different situation among the provinces. The age of marriage and having children has increased and the rate of divorce is also increasing. However, marriage is still very common and extramarital relationships and domestic partners do not exist at a high level. The only thing that has happened less in Iran compared to other changes is the existence of families formed through "white marriage" and out-of-wedlock fertility. In this regard, we must point out the role of the cultural, political and economic conditions of each country in the pattern of changes that are taking place at the world level, that in each country, the changes are influenced by the values and norms of that country (Rezaei and others, 2017).

GENDER INTERACTIONS AND SEXUAL DESIRES

The Tsunami of Globalization, only a few decades, needed time to bring the consequences of family changes on a global scale to Iran as well. The changes in the family have caused the phenomena that were not so objective and obvious before, to become a social problem today. One of these phenomena is interactions and sexuality in a modern way. The need for sex has been one of the most important human topics since long ago, and it has influenced the behavior of the human mind in all periods of history, but what is worth noting is the transformation of the attitude towards sex in recent years. In the words of thinkers such as Giddens: Today, the family is witnessing the emergence of new models of marriage, family and type of sexual relations that are expanding and becoming global. (Giddens: 2003) In the young society of Iran, every year a large number of people reach the age of marriage, but due to various reasons, including continuing education and economic problems, their marriages are delayed, but this does not make their desire for the opposite sex subside slow what has turned boy-girl friendship into a social issue in Iranian society today is the conflict between religious and traditional attitudes on the one hand, and new attitudes on the other. The first attitude calls for gender boundaries and compliance with the rules and regulations related to sexual interactions and tries to limit the relations between the two sexes before marriage. But the second attitude, which is the result of contact with other cultures, especially Western and European cultures and the like, does not show these sensitivities. This type of attitude is usually promoted, spread and strengthened through new media such as the Internet, satellite, etc. directly and indirectly. The spread of these social behaviors can lead to a value transformation in the society and the accepted relationship between the two sexes in the Iranian society and threaten the family and marriage system (Nouri, Del Avar, 2012).

THE POSITIVE ASPECTS OF GLOBALIZATION

It is obvious that today's world is the world of communication, and in this context, the use of the Internet increases the speed and ease of information exchange in the fields of science, education, entertainment, and news. As mentioned above, the Internet has its



advantages and disadvantages, while identifying its disadvantages, measures should also be taken to reduce its threats and somehow turn it into an opportunity. Some of the positive functions of the Internet are: Obtaining necessary information in all scientific, cultural, political, sports, social and economic fields; using distance learning as well as participating in scientific meetings; direct conversations and discussions live in the form of a conversation; having personal mailboxes and ease of sending and receiving letters at any time and place; games and scientific and intellectual entertainment. Accepting the fact that the Internet is just a means of communication that causes speed and ease of work in transferring data, helps us to make an extra effort in using this technology as much as possible in line with our goals (Jarahi, 2016). Therefore, globalization has challenged not only the functions of the family, but also its essence and integrity. In addition, the formation of single-parent families, childless families, non-traditional contractual marriages and the coexistence of same-sex couples, both men and women, etc., have in some way led to the breakdown of the traditional family system and reduced the reproduction process. have given. In any case, parallel to the broad wave of industrialization and the growth of modern life manifestations, traditional societies have undergone major changes and transformations in the field of basic elements of culture and cannot escape from globalization (White, 2001). Finally, in Iran, unlike in the West, the family is still important and the extended and traditional family continues to exist alongside other forms of family (Rezaei and others, 2017).

CONCLUSION

Family, as the most important social institution, is formed by a group of people who are related to each other through blood, marriage or adoption and live together for an unspecified period of time. This social institution throughout the history, it has always played a vital role for the growth, development and socialization of human kind, and while being influential, it has a certain impact on the conditions of the society. In fact, the family lives in the heart of the society, and for this reason, it is deeply connected and affected by the changes and developments of the society; A society that moves towards becoming a global society. The most important and greatest impact of social changes on the "family" has been in the so-called "globalization" period. Globalization has completely transformed the structure and function of the family and introduced a new model of the family that is completely different from the family in the past. During the last two centuries, the Iranian family has undergone fundamental changes during the cultural, social and political modernization of the country. The expansion of different forms of family has caused people to experience more transitions in the family during different periods of their lives compared to the previous generation. Divorce, remarriage, relationships with stepfathers and stepmothers, adoption, reduction of childbearing, changing attitudes towards sexual relations, the spread of satellites, media, etc., all of which are accompanied by intense emotional burdens, have created problems for families. The point that can be mentioned about the developments of the Iranian family is that the changes of the family in Iran are reflected in daily life, and among them, the



interventions of religion and the government are also effective, and psychologists, experts in educational sciences, historians and sociologists are also have paid attention to it; The result of which was the reform of the conceptual system in identifying Iran's social developments. It should also be acknowledged that the rate of transformation of society and family varies from culture to culture. Although the changes and transformations in the Iranian family have taken place under the influence of globalization, it should also be noted that these changes, while sharing features with families in other parts of the world, have their own characteristics under the influence of economic, cultural, natural, and social conditions. and political; Therefore, policies in the field of family, considering the opportunities and threats caused by globalization, require an understanding of the differences between different cultures and societies, and the same reaction within each country and for different cultures is not effective. It seems that opportunities and threats are so intertwined that one problem can be considered as both an opportunity and a threat. In fact, threats can be turned into opportunities by identifying and seeing correctly and logically. If we lag behind the acceleration of "globalization", even opportunities will be lost and this will be the most serious threat. Therefore, in order to be able to protect all aspects of society, especially social, cultural and related systems such as the family system, from the damage caused by globalization, it is necessary to design and spread a favorable and efficient model.

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