

## **CULTURAL EXPERIENCES AND IDENTIFIED YOUTH CLASSIFIES THE CITY OF ISFAHAN OF THE COFFEE HOUSE**

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### **Abstract**

*The aim of this study was to identify the perceptions and experiences of urban youth culture of the cafe was The depth interviews were conducted through a qualitative study The interview lasted for up to 20 people to reach data saturation. Data from the Youth 20-30 years old male was referred to the café was collected. After getting off the subject analysis was done on paper. Research purposes because of the nature of physical space, standing belief in the coffee house, coffee houses, and cultural elements of the youth trend. The results showed that knowledge of the physical conditions in the coffee houses had three sub-themes. Possible away from the eyes of the people, combining traditional elements with modern, priority software components to hardware components introduced in the design space. Elements such as culture, communication, culture, hierarchical culture of pluralism as a core component of male-dominated culture, cute coffee house culture was extracted.*

**Keywords:** coffee shop, youth coffee house culture

### **Introduction**

Span of our life is a feature of today's world. The complexity of life in the world is facing a transformation and a new mood, a new version of the traditional world is thrown. The coffee houses as inseparable aspects of one's life and the ups and downs the world's diverse cultural evolution, as is showed in life today. Coffee House today as one of the public funds that will be remembered. In a different context, a different culture and have been reading too much of his time attending to those who are often young.

### **The expression problem**

Open from late passing a pleasant leisure time, asked the human communities. Especially with the boom in urbanization and between the affluent classes of the community, their various forms to this phenomenon. In Iran, with the arrival of coffee in Safavi, places to relax, drink coffee and people's leisure was formed and named the "coffee house" on it was called [2]. Afro coffee is at the word of the word coffee tree which is home to the original cape, including wild plants is one of the provinces have called kakast is derived [1].

Coffee in the year 917 AH in the city of Mecca was common and where there is a coffee house in that they are a bit have said. The people of Mecca of the man and woman went to the coffee house, and there are also coffee you drink and still hear the music and enjoy the game of chess. In the first decades of years of drinking coffee in Cairo, 10th century Ah

were common and since in Syria and Iran and Rome. In the town of and the European in the reign of the Ottoman Sultan Suleiman Khan-legal (contemporary with the first Safavi Shah tahmasp) eating conventional coffee and was the first coffee house in the 713 AH (1550 AD) were opened in Istanbul [1].

The first coffee houses in Iran during the Safavi dynasty and most likely the reign of Shah tahmasp (929-985 AH) in the city of Qazvin, coined and later at the time of Shah Abbas I (996 -1038 AH) in Esfahan city. With the coming of the tea to Iran and the cultivation of this plant in some northern regions of Iran, and being possible to taste the taste of tea, brewed among people, drinking tea, place the coffee in the coffee house [2].

Cultural functions now coffee house of Azerbaijani journalists including offers promoting reading, the arrest of the poor and feeding is tam [4].

Coffee House during its four hundred-year life of the task and the role of diversity in accordance with the social and economic situation of the time. In the beginning, place a rounded upper classes of people coming in voluptuous literatures and poets society and a couple Loyalist and State figures and the army, respectively. Simultaneously with the roots get coffee houses within the community and among the masses and spread it in the cities, people of every class and to estate workers and a craft group in particular to it. Gone are some of the coffee houses to the Guild and a certain group of people assigned and so-called promises occasionally or hangout re-construction of artists, artisans and small merchants. At this time the coffee house to the Guild as an active unit in urban society had come in and as an institution with the task and function of certain socio-cultural activities and special [2].

The famous coffee house in Isfahan, mostly around the Naqsh-e Jahan was a market garden and four different classes of people from Kayseri and Lords» and personages of the Crown and leaders of the qizilbash as poets and writers and painters and soda more expensive to spend time and meet your friends and various games to make fun or poetic debates and hear poems of Shahnameh and anecdotes and Al-qasas and watching the various dances and games and other amusements to agama. At the time of Shah Abbas coffee houses to peak power came up where that period as the golden age of coffee houses, named, he is sometimes unaware to coffee houses, and with the poets and artists who usually gather there were talking about meeting the alien ambassadors and distinguished, and sometimes also to the coffee house and with them to drink coffee and dinner can pay.

On the institution of the coffee house plugs of verbal and Visual Arts of painting and it means folks kind of naqali took shape. These two Arts attracted the masses. Naqalan way of storytelling and Shahnameh Khani and coffee house painters through to depict scenes of the life and adventures of the epic heroes and mythological and historical and religious events and spreading, with the establishment of parliaments debate and poetry reading in their cultural backgrounds, people familiar with the periods before and after Islam played a role. Coffee houses along with your positive characteristics, and besides that the location was the city of celebrities and dignitaries gathering, and religious scholars are also from

this location to say the prayer and religious issues were used, people's coalitions gathering place was, hence in coffee houses, travelers, job seekers, a versatile, Vole, lots, and the lower strata of society, even those who are engaged against the tasks of the Office [2].

With the passage of time and the entry into the age of technology and communication and expand the city's population growth and urbanization, as well as a change in young people's needs and lifestyle, other locations rather than the coffee house. The coffee houses of the challenges that social status also fell. What as the traditional coffee house and shop today at the corners of the city can be built on the nature of the change, a coffee house. Modern coffee house that petty with the original coffee house. In recent decades, surviving the hard lives of the old coffee houses were not welcome as name places and the general belief was that the lower classes as the gathering place for the coffee house as community workers, , apprentice shops, and. .. With such criminal activities, such as stuffing the buying and selling and taking drugs. However, youth are still a large part of your time at the coffee house and organization [2].

The general situation of the youth of the country, shows that 70 percent of the population are under 30 years old, and 35 percent of them, in the youth age group. If a young age between 15-28 years-definition, there are 30 million young people in Iran, who as a social investment is an important part of the current society, shaped, and the future is also in possession of them. Hence, the correct understanding of this generation and recognition of their experiences of cultural and community environments

Also another important life issues, recreation is required to have fun is natural and must be fulfilled at all times of life. And satisfy it for people enjoyable and uplifting. Whatever tasks and social activities and educational efforts need to be more fun, more intense feeling of being human that refresh with the new into the hands and more readiness to work and activities. Disregard this important and vital issue for many dangers along will bring because if healthy recreation spaces and vehicles need to be available to the public appreciate the majority of young people in the name of fun with their unrestrained cargo and busy times and the losses because the alcohol and drugs are dead [3].

The religion of Islam as well as answering all human physical and mental needs in this field has given orders had. Imam Reza a.s. says its share of the world to enjoy the colors of their legitimate demands and as far as sportsmanship and character and then blow you from extravagance and indulgence to be away and out of the way to help the world get tasks.

This is while the youth, lack of access to the natural desires and the indifference of society's management has led force youngsters who need to spend training costs and sufficient experience is far from any kind of liveliness and happiness, talent and their investment wasted. Meanwhile, social behaviors, interests and the kind of thinking that the current generation of young country, different from past generations. Because the youth access to communication as the Internet, satellite and mobile makes that they can get the benefits and possibilities of uncountable in communication, culture building and its reflection among themselves, benefit.

On the other hand, take care of the social life and socialize in the same leisure following a necessity is undeniable, in leisure increases rates of crime and criminal activities and the most anti-social behavior offense operating Youth infected, suspicious and Friendship Association. Coffee House is a social construction and social environment that surrounds a person's social circumstances and situations that a person placed in them and their individual groups, which belongs to the perverted behavior make up [5].

Some psychologists believe that youthful joy and unpleasant events and encounters with the dark kind of experiencing depression, and while that is depression considered a mental illness though but definitely live in interaction with the community takes shape. On the one hand because of the lack of recreational spaces and places to relax, rejoice and have fun and thrilling, "youth drain part of satisfy their needs in coffee houses. For example, in the Kurdistan provincial-like with a population totaling 1450000 people only have one active cinema-not by today's standards, but by the standards of the 60s [3].

Edwin Sutherland (1974) the great mass of American geologist believes that the social organization of the misdemeanor, or environment that have taken place in those individuals caused by. Each environmental organization and may be advocated or opposed a behavior of formed. Some have organized somehow apply confirmed and encouraged, while the other groups have organized against such acts [5].

To consider the criminal behavior is, Sutherland, in other words is not hereditary. This learning in interaction and communication with others especially in intimate groups and business friendly. -Personal communication devices so like movies and newspaper or a relatively meager share of the story books in the development of criminal behavior. Young people are the reason that the child with patterns or definitions agree they significantly call in and also of patterns have been away. Differential Association to mean that some people have to associate primarily with patterns and some other instruction with different from it (i.e. Association with patterns to the norm and anti-crime).

Despite this rather than discussing whether coffee houses is still a place for human communication? Does coffee houses in their role of process flow of modernity as a recreational, cultural environment has been preserved? Whether due to changing citizens ' behavior and lifestyle practices, coffee houses, perfect place to transfer the experiences of young people who resort to negative or not that active and dynamic role in society? And cultural environment is the reconstruction of the coffee houses could be effective in promoting young people's social interactions?

Despite being the coffee houses could be charged for local workers, but the only function of the coffee houses of this. but represents the set of symbols and myth carriers ' historical meaning of this country. Since the coffee houses of the old surviving Persian culture and are they symbols, values and norms, Iranian culture and literature, images of land means carrier; this question comes that according to the country's dominant young population causes young people to the coffee house and use it as a recreational entity? How to understand the meaning of culture and the coffee house? To answer these questions, the

researcher was the premise for one year in the coffee houses of the present city of Isfahan and traffic-filled with young people who intend to recreation and entertainment to these places came to dialogue.

### **The objectives of research**

- Understanding the cultural experiences of youth in Isfahan of the culture environment of coffee houses
  - Understanding the physical conditions in the coffee houses
- Review the attitudes and beliefs of youth based on their presence in coffee houses

### **Study type**

This study is a qualitative research method for the analysis of thematic execution. Given that the scholars sought to examine the experiences of youth culture and classifies the city of Isfahan of the coffee house, the quality of the research of the type of pumped up to a depth of experience, and their perception and understanding of the physical environment, processes, culture, religious beliefs and convictions, coffee house that understand the contributing in this area. Sample size is based on the aim to achieve saturation can be very small or very large somewhat that detailed information will also analyze. So in this study, the method of purposive sampling was used. Sampling began with the first contributor, and reach up to the limit of n saturation information, contributor 20 is complete. The subjects in this study, youth 20-30 years old that in a coffee house in the city attend the rescuer. Interviews with the subjects, after gaining their consent. In this study, interviews were to face deep and semi structured. First, participants in the case to participate in this study, an examination was then declared their willingness in case of questions were raised by the open half of the research that is mostly operating their reply participants create new questions of them. When the participants ' opinions, comments and describe their experiences and transports to the language, if you feel another article were to say unto them, seemed to end the interview. interviews so formed that people felt the researcher truly interested in hearing their views and opinions. the analysis of the data is based on the method of thematic analysis is done. Thematic analysis is a type of data content analysis and classification that is based on "threads". Here's a case that will do every interview was read several times by the researcher, and then in each of the interviews, the threads separate from each other and then another subset to each topic is divided into the following issues and topics, and thus all of the interviews were identified.

### **The demographic situation of participants in the interview**

Table 1 reflects the demographic situation of participants in research.

**Table 1 demographic characteristic of participants in research**

<b>Age</b>	20-22	6 persons
	22-25	7 persons
	25-27	4 persons
	27-30	3 persons
<b>Marital status</b>	single	16 persons
	Married	4 persons

<b>The number of days of attendance at the coffee house</b>	at least 4	6 persons
		5 persons
	3 days	
	All weekdays from	8 persons
	Holidays and special days for	1 person
<b>The amount of hours of stopping at the coffee house</b>	at least three hours a day	10 people
	Four hours	3 persons
	Two hours	5 persons
		2 persons
	Less than an hour	
<b>Refer to other coffee houses</b>	, coffee houses across the city more than	7 people
	The famous coffee house in Isfahan	8 people
	Only in a native and local coffee house	5 persons

## **The findings of the research**

### ***-The physical space***

One of the important topics that participants as physical space are referred to environment has coffee house building and its exterior architecture and internal design. From the interviews it comes on when building a coffee house, interior decorating pictures and expressing semantic characters that are from the heart and their behavior arises. Physical space with the following – is expressed the following topics:

### ***-The culture of secrecy***

Statements of participants in this study, suggests the importance of being underground, many coffee houses or being the usual round of business space. Generally, coffee houses, construction of the underground are better used. Their statements show that being poor meant being underground it is therefore people from when the eyes of the people will be far more convenient to do this action.

### **-Cultural identity**

Find a cultural identity to repeat the proposition-meaning congruent and next to each other in such a way that the order is qualified, along with systematic means of common identity. Also, the intense desire between the dominant contributors regarding the integration of traditional and modern elements in the physical space of the coffee house. The preferred soft-hard to know the elements of the elements in the design space. From interviews and such on that comes in a combination of traditional and modern space of the hard and soft elements there prefers the soft elements to overcome the hard elements.

Seems to be the sum of the contents of this section it can be concluded that most contributors tend to preserve the character of identity elements in their bed time and the one that should not be forgotten when the time element. Regarding the physical space prefers the most people to coffee houses, away from the eyes of the people. Combination of traditional elements with modern elements form a link present and past, mean that while preserving the values of the modern facilities of the past usability. This helps your coffee house the two-dimensional aspect of the heritage of the past and is local time for fun and relaxation and well-being.

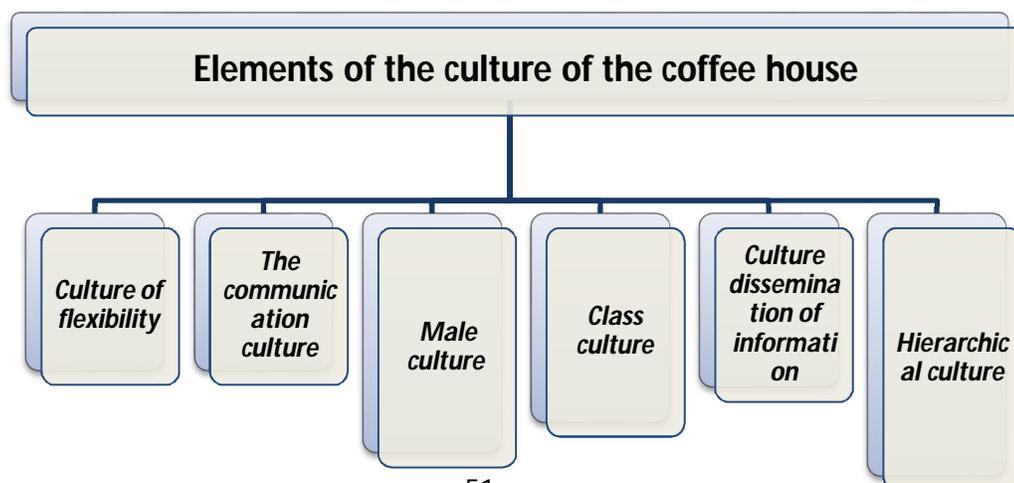
### **-Elements of the culture of the coffee house**

One of the important topics that other contributors as a coffee house culture than it is to learn a set of shared values to and accepted in the coffee house where elements such as information dissemination, hierarchical culture, culture, culture, culture, culture, social communication, culture, male volunteer, culture of collectivism in the u.

1-the feeling of collectivism to individual features that the person gathering feels Contributors to the coffee house, the similarity of people's behavior, moral failings, and ... Forward the sum of future features. Another contributor of friendship and comfort a raft without playing a role in the coffee house.

2-the feeling of collectivism to sponsor being the sum of individual new Member

3-the feeling of collectivism by scaling and form the permanent people faster? ' takes shape and this has led to the formation of the core culture of the maker.



***-Culture of flexibility***

1-the feeling of inferiority resulting from the social frustrations that go into account mainly brought from or on behalf of the parents ' inability to thinking the youngsters might event takes place in the coffee house will be answered and the frustration with the kind of false character roles in accepting rated intoxicated by poster.

2. sometimes the character part are not completely false but also due to a lack of understanding of social potential of individuals on behalf of the family or group that in this space to further update this potential intermediary.

***-The communication culture***

In the coffee houses he and literature as a tool to express the devotion that for informal environments. He and literature as a tool for the respect of individual newcomers; accordingly the rapid change of the discourse though seemingly and number is but a tool to personalize her newcomer feels accepted and they are not strangers. In the coffee houses of literature and words represent the abstract character of the people.

***-Male culture***

The attitude toward the opposite sex of the most important elements of a coffee house culture, this is a question of a few perspective is raised. Special coffee house atmosphere to the space it is masculine space as well as coffee house and if single women's sexual freedom and convenience come together.

***-Class culture***

The concept of social class in the economic class, based on the coffee house most people are short; because of the educated classes and also of religious and non-religious groups in this space can be found to fit specific but Uptown coffee house primarily hosts who are better in terms of economic status, however in the coffee house down town as such people are found. Social class has sometimes meant being destroyed the social classes outside smoking and coffee house atmosphere sometimes means the formation of a new social class in the coffee house hence can be a distinctive kind of coffee houses.

***-Culture dissemination of information***

News information contained in coffee houses filled with rumors that may be indicative of a glamorous and sometimes bare reality may be, however, an intermediary in dealing with members of coffee house information and news and amusement of any attempt to censor it if didn't, and this in turn could create the atmosphere that has fluidity of news and information.

### ***-Hierarchical culture***

Social networking at coffee houses based on the age pyramid and also caused record rate the members of whatever the person from history and age is higher in the pyramid Apex is used instead, this social network for communication that requires maximum participation is for the clan. Generally, the politicians of these networks for the rejection of issue individuals or voted and selected benefits. Total of above factors such that comes on the culture of the coffee house.

### **Discussion and conclusions**

The coffee house was the place where today is the looming security shuffle in mosques and religious places gave to be previously published in the coffee house has been done. The dissemination of guidance and coffee house premises commands and laws of Islam have been together. Subsequently the coffee house in gambling addiction and people smoking and drug is also involved. What coffee in the past have been the respected people. At the wedding and the funeral are all over to see what was the coffee, and coffee and the often conflict houses settled; this sets certain behaviors have a cell culture is that it serves as a coffee house culture is learned, and in this study, a set of common values are and accepted in the coffee house where elements such as the feeling of collectivism, culture, symbols Theological, culture, class, culture, culture of man communication, hierarchical culture via interviews.

The presence of women in this field due to the traditional masculine thinking hegemony in the cortex can be considered as very bad indeed. I believe this is the cortex mainly from workers and their social connections are the jobs women's lower social rights are such as have men, their presence in the social environment and the maximum would be for employment is also on the limit of necessity. This thinking is strongly part of the traditional society that can be layers of it in a coffee house culture.

The findings suggest the social network a pyramid is one of the characteristics of the culture of the coffee house. Social networking at coffee houses based on the age pyramid and also caused record rate the members of whatever the person from history and age is higher in the pyramid Apex is used instead, this social network for communication that requires maximum participation is for the clan. Generally, the politicians of these networks for the rejection of issue individuals or voted and selected benefits.

The results of the investigation of this approach and as the cultural issues in the field of coffee house with an emphasis on young people's experiences of qualitative method accepted in the country had no similar research but to subject young people's leisure time and causes young people to have fun with the msahb research environments (1971), the city (1999), the Sadr-Zadeh (2000), activities (2009) and Stafford (2003) There are similarities.

Msahb (1350) in the dating and research with the title the impact of coffee houses that form a library collection has been found about the place and expression coffee house and the city to the village people and the connection point of the outside world and point with each other. He also appears to be principally coffee houses on the side

of jobs because the kosher butcher, grocery, retail, bakery, vegetable stew and public baths have been revealed that Dyer could of scaling social jobs in the rural culture of the past and the culture fit with calm and without causing concerns was a challenge. This is while as the results of the research showed most of the young people to escape from the hassle of everyday life today and to achieve the peace of these places suffer refuge; on the other hand, suffered in the past 30 years of age and older in the coffee houses have more traffic while nowadays young people tend more to the environment than the show itself. Perhaps the cause of this difference in past and present idle young and eventually bear the pressures of economic and social issues and carry the mental frustration in the past to this strongly[7].

Research activities (2009) as well as the extent of the impact of coffee houses in the fun and exhilaration of people showed up despite the spread of urbanization in our country, not the coffee houses of interest and are a significant number of people for temporary relief from the boredom and fatigue uniform and everyday life to the coffee house going and try to simultaneously spend leisure time with the use of the space is beautiful and varied cuisine with others into the conversation and exchange of ideas . Of course the same extreme tendency for some fun and some form of entertainment has become.

In another study (1999) regarding the coffee house and the role of youth in fun factor attracting to this place done, is found the factors such as pen, Ghazal, a one-liner and joke with each other and the game of chess, and there's also the birds singing in coffee houses for young people this charm is that nowadays many of the results of the investigation showed that the dominant tendency of youth to look comfortable and certain literature and that in this There are results of research in this area later that young people's desire to have a joke and a one-liner with each other causes tends to this environment is the one that is There are similarities and other causes tends to pen the lyrics, reading, playing chess, and there's also the birds singing the reader in coffee houses have mentioned There are similarities.

Sadr-Zadeh (2000) as well as in the original investigation as the 80-year-old coffee house in Azeri with past and current functions of this coffee house to put a reference to the loss of some of the games and customs in a coffee house, including, the Shahnameh Khani and flowers shed plans and ... And in contrast to the coffee house culture functionality Azeri offers including promoting newspaper reading, feeding the poor and the arrest of tam. As the results of this investigation revealed that perch last and Gary's knowledge there is today, due to the multiplicity of population and the lack of more people knowing full personality funds has been low. Although an investigation into the Affairs of individuals and friends continues in coffee houses--but not to the severity and past strengths [4].

Stafford (2003) in an article entitled the psychology of coffee houses is found a coffee shop in the space programs have created citizens where the citizens ', people who know less or people who totally know their relationship increase. Communication [6].

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