THE CULTURAL GLOBALIZATION AND THE CHALLENGES FACING THE GOVERNMENT OF THE ISLAMIC REPUBLIC OF IRAN

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Abstract
Globalization away from the modern-day phenomenon of the conflict-filled commentary is inevitable. This is a multidimensional phenomenon of rule all countries confronted with serious challenges and mala to stand in front of this phenomenon of WA. Whatever the political regime to overcome the challenges in the near future is facing several positions including coping, acceptance and dialogue is accepted. Accepting this position though can be partially mapped enlightened government programs providing but it is meant to resolve the challenges ahead. What this article is in the reviews of some of the challenges that is faced with a rule of the Islamic Republic of Iran on the inevitable process of globalization on ahead.
Key words: culture, political sovereignty, cultural challenges, globalization

Introduction
Today the culture is merely a pattern of academic research and discourse before the winner is soft and fun, but not from this perspective that a question of social-political instrument disguised as a specific question about investigating and special recognition in the area of political governance. Political sovereignty that is dominating the nation's State-aid by directors in the global arena can be faced with challenges that span and the complexity of the culture on the one hand and political conflicts arising from new developments in the other divisions and intellectual crisis exists in this skirt. Addressing the role of culture and cultural politics and political discourse in the literature, the relationship can be found in the field of globalization new works by Terry on global developments in order to manage the politicians.

Globalization
Globalization is a conceptual challenge that is crowding the world and to the intensification of knowledge about the world as a whole to the Government and national sovereignty are mentioned in different cultural, political and economic, is challenged [1].One of the most important aspects of the process of globalization and its cultural dimension. The process of modern information technologies, to all the different cultural boundaries to boundaries of special effects put under his [2] and everywhere under the influence and presence of world culture [3] some authors have "stage of globalization of capital" or the recent "modernity" and have read some off the equivalent of a new building, particularly in the West of the building or of the American way it knew [4] Globalization cannot be the dominant Western culture as and in the form of nationalism spread approach knew but all countries and cultures are involved in this field and not just Americans, but also Russian, the Japanese may also be made [5][6] Globalization not only in culture but also in the sphere of economy with the development of the knowledge economy as a framework, communication and data technology innovations affect signal and
management technology to important international competition corporations and countries, has also converted [7]

The science and technology of are also influencing cultures and nature and universal character. Therefore, it is not because of their country's borders that make it to the study of knowledge, science and technology in various fields, but prevents entry of the culture of it. For example, television and satellites as tools of the information society is nowadays widely into other countries. Individuals cannot be of benefits and resources of a phenomenon without succumbing to its values and advantage [8]

Globalization is a reality; the general political, economic and cultural dimensions of different are in fact a social system as the views of various functions of the new. Globalization in the mental process and also thought Robertson is also an objective. He is in the globalization to the world's density and the intensification of the consciousness of the world as a whole makes reference. In terms of the universal orientation to the concept of a commitment to the universal values and the movement of the person that is in the mentality of the majority of people in the global scene takes shape. The movement of women, human rights, peace and the environment are examples of this category in that they are universal values, and the life of the people to strongly put under[9] Tomlinson globalization viewed as a complex relationship, and believes that the concept of culture in this special place. The remarkable thing is that the intrinsic relationship between culture and process standpoint is a complex factor that improves the consistency of this complex process [9].

Globalization is the product of modernity. This phenomenon has been a multidimensional and might in time of different places and have therapeutic outcomes, which he calls the globalization it indents. Hence, globalization may be the intensification of social relationships in the world of expression marks in such a way that it is away from the communities, are dependent on one another, so that the events of the local events in the remote areas form the accepted and seriously impact on their effectiveness. This is a process of indents. His opinion on the new world three transformations is occurring [10].

1. The process of globalization as a concept of mutual dependency and rejection.
2-the age of technology and information that has changed our life style.
3-matching the structure of life with the future rather than the impact of disclosure of the habits, customs and traditions of the past.

The term world culture to become a significant manufacturer of cultures in the world, but also refers to "the globalization of culture». This allows other cultures approach or the paragraph that has the components and elements of other cultures-and the crumbling of its culture valve and have it evaluated. Consequences of globalization are that Western culture of human culture, freedom and justice sector and transcendent. In this Outlook, the Western culture, despite the mass media especially TV domination

Globalization of culture and cultural identity

Pay attention to the importance of the identity of a society, so that nowadays the sustainable development of a country to human dependence on Tom has found. In addition to its development path is dependent on the speed of the human also. Their culture that has made the human community; hence the soft power with a change in the elements of identity and identity management a community could accelerate the growth and development of the optimal path to the communities in specific and desirable. After the soft power of communities to gain political legitimacy both inside and outside the mental space to get optimal benefits and achieve cultural
component; the identity of the maker of internal and external perspective on identity into one of the most important areas of soft power converter.

Globalization with extreme compression of time and space. Approaching the borders and rapid changes resulting from the process of globalization countries to stand against forcing itself. Underdeveloped countries in the face of globalization and the identity of the three different approaches. In contrast to approach potential globalization of cultures on its intentions, this reaction are trying to return to the traditions of the past, in the form of religious fundamentalist and reciting of the concept of identity as a base to deal with the globalization of capitalism. In the second approach from which to wear iconic Western culture as the universal propulsion and its realization condition of corrosion and other wear of cultures and identities and the gradual replacement of elements of Western culture and accepting that they know this is the same approach to other cultures and the number of those with Western culture speaks, in a dialectical approach to the review submission and confrontation stance instead posed a conflict with interaction This approach to the coexistence of cultures and a sense of identity with the new orientation of world vocabulary refers to orientation approach [11]. Faced with the challenges of globalization and cultural identity in the field of culture as soft power resources will be raised [12] some of these challenges include:

**Opportunities**
- Facilitate information flow
- Increasing the possibility of cultural interaction between the
- Increasing the possibility to supply the fundamental assumptions that human culture is based on
- Tendency to religion and religious component in the production of cultural products
- A significant population of Muslim and Islamic proximity tends to
- Technological platform construction and sitting of the media

**Threats**
- Expansion of religious pluralism
- The gap between the generations
- Having superior technological capitalism of the communication
- Replace the global media rather than national media
- A secular interpretation of the cosmos and the credibility issue of material facts

**Weaknesses**
- Weakness in the production of cultural production and the opening
- Passivity in cyberspace
- Weakness in the country's cultural doctrine
- Lack of proper understanding of the process of globalization and the adoption of a stand fixed against it

**Strengths**
- Islamic civilization and cultural richness of Iranian history
- National cohesion and popular support
- Cultural independence
- Reduction of illiteracy
Discussion on soft power and facing challenges as part of the challenges of globalization and the culture of soft power is importance; hence the weak points in the two parts of the threat—and an opportunity—to review the strength of the performance elements of soft power, and we will get targeted cultural identity.

Having strong communication technology capitalism of the kind of dominance creates the media; the domination of the ruling class in the global community's thoughts on thoughts of ruling over the world. The media as a tool of the powerful public opinion in engineering environments; and by distorted facts and application of the advertising practices such as tagging, subtle and lighten, authenticate, rumor and the impact speed was low or high. Although experience has shown the media in no country did the revolution have been able to create the popular but the speed and direction of the it change and to some extent their management [12].

Soft power in the use of the media in the form of a tool to lead idea a threat to identity-building based on the existing realities create community; the theory of Western and European identity media's very premiere and the premiere of the identity of the Eastern and even non-European show. The main component is the ingredient of European identity and European culture in comparison with all non-European peoples and cultures thing is incorrect; the Premiere Pro and understand cultural differences bring a huge crisis in the East [13].

The media with the community's external sources, change the values of a society and also create an obstruction and prevented in the process of transferring values and norms not only the identity crisis makes the field creates a gap between the generation will also be triggered [14]. Islamic doctrine is one of the main elements of the identity of the maker of religious pluralism in Islamic society; and a secular interpretation of the Cosmos led to the formation of diverse identities. Since the most important element is the identity of a donor community cohesion culture. The identity of the diverse cultural elements that have originated from a plurality of in addition to being the monumental and heterogeneity creates an identity society; the cohesion and unity of the community will also be affected.

One of the most important reasons that the majority of States with cultural diversity and plurality of the same opposition to the principle that national cohesion affect takes place [15]. Religious pluralism, however, the lack of coherence in national and transnational identity that is why national identity globalization process as an opportunity maker on common elements of Islamic (Islamic countries, national identity) are faced with the challenge is taking shape.

Weakness in the cultural policy, cultural planning and consequently faced with the challenge of making cultural identity, however in today's world have undergone rapid change identities; one of the tools that led to this change; the formation of the virtual community, alongside the actual community with a tool called the Internet.

A new identity to the person space, which offers a certain personality characteristics and qualified variable [16] soft power in space, language, as one component of their very identity is affected by the instrument. Research shows that most Internet users do not have the same native language, but English is the greatest place in the world has found.

The gap between the generation process of cultural production with the opening facing the challenge, the elements of the previous generation of the normative and value to future generations are deposited with the change in the nature of it certainly challenges encountered. One of the challenges in the realm of cultural consumers by creating changes in needs, awareness
and sentiment takes place in an open process of cultural production are also strengthening. In an open process of cultural production the shape and nature of the consumption of goods and services compared to the General.

Cultural consumption in the receiver on the nature of supply and demand in the area of cultural goods and cultural services. From this perspective, the process of cultural production in terms of cultural engineering-construction and its supply and demand as well as the shape of the desired culture. I believe Parker (2004) cultural consumption can be shaped to be popular culture in popular culture because it specifies the content. Popular culture includes the beliefs, values, norms, traditions, a ritual, customs is a community of people [17]. One of this culture in the content of the mass media, such as books, magazines, radio, satellite TV, Internet, and The cultural consciousness and cultural relevance are the visible result. The specific contribution to pop culture from the culture and the other part of this culture in the everyday behavior of people on the roads, markets, streets and other part of this culture in the nature of cultural products takes place.

Later, the cultural capital of a society on the same concrete products lies that determines social and cultural identity of a Community. Because the roles and the Visual identity elements to becoming a donor today, the result of cultural practices that is generating some sort of social status. Hence the social status as well as a need for cultural purposes with supplies. When a community cultural products based on their own cultural needs and supply fails to produce or consume their products for internal mm based on what values can be assumed as there may not be imported to the consumption of cultural products inevitably tons gives is that the identity of the building based on a non-culture elements, forms and different reactions against it ought to be done [16]. Overall consumption of cultural products arena can be cystic identity management field and to individuals to determine how their reaction as a source for the exercise of soft power gain.

Computer games are the most important tools of the design identity of children and adolescents in developing countries for this purpose is one of the imported cultural products; research shows average daily leisure time in ages between 6 to 18-5 hours and the normal daily and up to 6 hours on holidays. 64.2 percent of adolescents tend to play and this is among the 38.7 to computer games is the most important threat to the cultural identity [18].

But what is the realm of soft power as a threat in a position to challenge the threat takes the strengths and an opportunity that is in the process of cultural globalization of culture for any given power and the richness of the cultural elements can be created. These strengths and opportunities, thereby necessarily adopting a position different than the process of globalization. The lack of correct understanding of the process of globalization is certainly a kind of ambiguity on the adoption of appropriate position. Nevertheless, through any kind of approach in the face of the globalization process of erosion, abrasion to the necessity of this dialectic position parts opportunity and strengths as the most important point is something which must rely on the show. Continue on the challenges of the globalization of culture to the strengths and opportunities of the internal culture in the process of globalization we'll pay.

Donor coherence and sustainable operating culture-all dimensions of the identity of a society. Hence it is the most important dimension of identity as a community to be named [19] the importance of the cultural dimension has a does much that is far more like the language, history and religion-can be considered as a component of the same dimension [20] cultural
identity being construed to mean the process is made on the basis of a bunch of other cultural characteristics that affect the resources superiority[14] these features revolves subscribers and moors formed a cultural society Takes place. The most important cultural heritage dimension of cultural identity of a Community [20] [21] [22] an unforgettable cultural identity represent the moors a nation and not merely sensible and material [23] but also thoughts, beliefs, opinions and ... As an important part of the cultural moors (and commendable, 2004) a community known as the moors are subtle. Nowadays the technology as a tool to facilitate crafting life although the cultural beliefs of heritage originating from a community for posterity, but should know the importance of tangible cultural heritage, cultural identity in the construction of the monumental a community as a source of soft power is more of a new technology [24]

The internal components, including the soft power of cultural identity can be about religious teachings because, God centered, martyrdom, cruelty, national expectation and elements such as myths, language and literature and the values and morals is kind[25]. Values and norms as major cultural essence taken from any fundamental assumptions on which each culture as the main internal soft power basics any country.

If these assumptions are based on the concepts of human and material and that is because of the limited lifetime of the human maker is greater power and influence. elements, values, beliefs and knowledge that Nations can accept and after awhile in evolutionary growth and transformation of the national identity elements of the same historical concept takes place with two provided independence from non-free component and accept the identity of a society he believed Islamic elements eligible maker identity of this feature and it features one of the sources of soft power can be considered.

Increasing population and expansion of ideology, the basic unit in a nation of social cohesion and solidarity can be. The Islamic teachings with ideological soft power as a point of strengths and opportunities for cultural interaction among the countries of the area can be a Muslim and the National Alliance ahead of them on the one hand and non-Muslim countries of influence on the other hand, the comment. Reduction of illiteracy in the country after the revolution and the technology needed to spread its use of information literacy has been the cultural consumption; the media with major changes has faced. Hence reducing the gap between awareness and increase media literacy as two factors led the transition effects in the belief [12] can be used as a source for soft power within the terms.

In underdeveloped countries, faced with globalization and the identity of the three different approaches. In contrast to approach potential globalization of cultures on its intentions, this reaction are trying to return to the traditions of the past, in the form of religious fundamentalist and reciting of the concept of identity as a base to deal with the globalization of capitalism. In the second approach from which to wear iconic Western culture as the universal propulsion and its realization condition of corrosion and other wear of cultures and identities and the gradual replacement of elements of Western culture and accepting that they know this is the same approach to other cultures and the number of those with Western culture speaks, in the dialectical approach positions of submission and contrasting reviews and instead bring conflict with the notion of interaction This approach to the coexistence of cultures and a sense of identity with the new orientation of world vocabulary refers to orientation approach [26]However in the context of cultural globalization has its own rights of citizens are also provided such as they can be pointed to the following:

1-full access to the language and culture of the majority
2-the right to preserve minority languages and cultures
3-the right to hold the traditions and practices of life
4. Educational equality
5-right cultural and communication between international [15]

The challenges the rule of Islamic Republic of Iran against the globalization of culture

-Understanding the multidimensional nature of globalization
The phenomenon of globalization is an inevitable fact of denying inviolable. But whether the Islamic Republic of Iran against the globalization of the topical issue of adopting what would blow. No policy against this inevitable phenomenon, although can be as a policy but the long-term costs resulting from the failure to adopt the appropriate stance in front of globalization can be non-repairable. Toyota and Toyota means acceptance of external reality and its accuracy is not correct, because in this case there is everything that should be stamped on the official confirmation of any review, reform and innovation, and inevitable; globalization; up these challenges from the local level up to the national and global in economic, political and cultural dimensions. The challenge of globalization, the timing and speed of dealing with issues and delay in dealing will be irretrievable losses of informed. Islamic Republic of Iran in the area of investment policy, two areas there are development-oriented Conference brings together Afghan and that from the perspective of tools, practices, principles, content and ... In the points of differentiation are intense with each other[27] This makes the decision on the attitudes and unstable in relation to globalization.

-Extreme political structures
Political-administrative focus their build and strengthen them in any national system has led to a reduced flexibility and autonomy forces departments deterred. In environments low stability and full of changes are generally more nimble system have low durability of non-managerial weaknesses that Terry making political and administrative focus is generating and, of course, lead to inequalities in the various social issues and the strengthening and intensification of cultural nature that it is in conflict with the Islamic revolution and finally have the cash and the exclusion as it comes. The weakness of national unity, the national authority shall make returns and shaken the identity and capacity of the presence at the front of the cultures which claim the superior part of the identity and capacity building and are better to less than acceptable and are necessary. The one in the global namespace design issues that political competence is not in Iran's political structure can be associated with stress.

-Cultural plurality
In the course of cultural plurality as the logical, the subject is one of the most competitive arenas and major emerge. Ethnic diversity existing in Iran of its long history and have somehow was deemed as strength. But in the current state of neglect to the cultural differences can be designated from the weak points. The weakness of the national identity of the elements and the dispersion of such instrument in language, social behaviors, coverings, architecture and. The fields of the tendency to the identity of the other. Although it can be in the form of the structure of the common and diverse contents of convergence in the scope of national identity. But globalization has created a space that this plurality and multiplicity of cultural structures and local areas only in is not a plan. While c. o. o strongly to a national dialogue to solve the needs,
the process of globalization to global discourse on method of orientation of a regressive will lead.

- **The national-religious identity**
  The effect on the process of globalization of the countries inside the cover indicated, loose. Since the religious Government in Iran is responsible for the affairs if the deficit and political presence in the effort for survival bag scene International referred to the religion is absolute in the case of unwanted and downs asked, or will be attributable to the debt. In fact, Islamic Republic keeping the direction of a political regime, but returns along with the religion of the supremacy of the human world and the message of religion, and the way his with the stages of the process of globalization to global level with the expansion of the concept of finding a prima facie rely on human reason, conscience and the correspondence between. This is a serious attempt to determine the relative presence of religion in the process of globalization takes place only when becomes evident.

- **Social capital**
  Social capital consists of several elements is an important functional elements; that they played in the social sphere is to create social cohesion and trust factor. On this basis, whatever the amount of trust and social cohesiveness is higher social risk will be less disruptive. Reduction of social capital in the national territory, including the challenges posed before c. o. s is that by reducing the power of the component elements of the national identity include donor coherence and the arrival of the alien with elements based on the needs of unanswered can be a threat to the rule of the Islamic Republic of Iran in the future.

**Discussion and conclusions**
The effect of globalization on cultural security and consequently affect the political and national security to the extent of the authority and legitimacy of the Government and the political ideology of the governing countries. In the past, Governments in determining the type of your system, the dominant ideology and Almost freely and to get away from the pressures of external action and the system-threatening factors of Government and political structure of most of the outside borders and by the States of internal threats occurring and the alien in the degree of importance down Terry. In this case Governments with territorial territory and control of entry and exit due to low turnover and communication among the communities, the security of their national borders in the framework of the political definition. In addition, the structures of the most totalitarian regime are preventing the flow of citizens' rights and the arrival of new demand and the needs of the system was a powerful political and military structures, the legitimacy and authority of its preservation, since in these conditions the Government comforted because of security threats from outside to inside, the attention. Whilst nowadays as a result of globalization, democracy and facilitate communication in communities, stability and security of the authoritarian regimes and political and ideological rule of security more difficult, due to the advent of racial ethnic breakaway movement, linguistic, and expansion and dominance of ideas, aspirations of Jahangir, accepting the right to determine the fate of the people, the political framework of evolving domestic and international suffered a fundamental transformation. In this situation, the Government has been forced to accept its commitments that have not only have a role in its creation but also the right to choose and the major influence on the relevant trends as
well. Globalization impact on two levels with internal and external security are based on the traditional political, whereby the fundamental transformation in this concept. The rule of the Islamic Republic of Iran against globalization certainly ought to be a clever selection trick hand; even though no policy can sometimes be the best policy, but in the process is stressful and a future of change, lack of presence of the Islamic Republic of Iran as an active actor in the political arena could be serious injuries, particularly in the areas of culture and society. What is the process of globalization as globalization and especially remind and be guided by the West and which as a nature non-purposive and avoided damages caused by human wisdom: That is simplistic in scope of a macro policy rather than clever decision and countermeasures faced with systematic and purposeful relying on powerful resources and culture because of religion, ethics, values, history of civilization, the dynamics of the generation, creativity, social and. .. Merely to deny the facts and exaggerate the reality described in the resort. Pay attention to social capital, national-religious identity resource saver, benefit from the cultural plurality of capital caused by the mentioned in this document which could be significant to the extent of the threats of globalization's opportunities and converter on the other internal weaknesses into strengths and provide space to become a common component of internal coherence around and on the other hand, the power of maintaining fundamental compliance with environment Changing more.

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