

## The Comparative Study of White Marriage News based on Effective News Components in the Persian Section of Al-Alam, Persian BBC and Voice of America News Sites

Reza Alipour<sup>1</sup>, Tahmures Shiri<sup>2\*</sup>, Mahmud Reza Mohammad Taheri<sup>3</sup>

1. Ph.D. Student, Department of Communication Sciences, UAE Branch, Islamic Azad University, Dubai, United Arab Emirates.
2. Associate Professor, Department of Sociology, Central Tehran Branch, Islamic Azad University, Tehran, Iran.
3. Assistant Professor, Department of Social Sciences, Communication and Media, Central Tehran Branch, Islamic Azad University, Tehran, Iran.

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**Purpose:** The aim of present research was the comparative study of white marriage news based on effective news components in the Persian section of Al-Alam, Persian BBC and Voice of America news sites.

**Methodology:** This study in terms of purpose was applied and in terms of implementation method was quantitative. The research community was the white marriage news of Persian section of Al-Alam, Persian BBC and Voice of America news sites in 2017 and 2018 years. The research sample was all related news to white marriage, which were selected by census sampling method. The research tool was observation and recording of white marriage news in the Persian section of the mentioned sites, whose face validity was confirmed by experts and its reliability was estimated by the coefficient of agreement between the two coders 0.92. Finally, the data were analyzed by non-parametric test of chi-square in SPSS software.

**Findings:** The comparative results showed that the Persian BBC news site has the most emphasis and Al-Alam news site has the least emphasis on white marriage based on the component of news rate and between them there was significant difference in terms of components of presentation style, news index, news values, news elements, news sources, news orientation, content bias, news type, news volume and news tactics ( $P < 0.05$ ). In addition, there was no significant difference between the three news sites in terms of emphasis on white marriage based on the component of inductive load of headline ( $P > 0.05$ ).

**Conclusion:** The results showed the more emphasis of Persian BBC news sites and less emphasis of Al-Alam news sites on white marriage according to effective news components. These results indicated that the more damage of Persian BBC news site about white marriage and its consequences for families.

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\* Corresponding Author Email: [shiri.tahmures@gmail.com](mailto:shiri.tahmures@gmail.com)

## 1. Introduction

The family is the smallest and best social institution for the comfort and peace of the human body and mind, and the health of society depends to a large extent on the health of the family as the smallest social unit. Therefore, the role of the family in human social life is very important and undeniable (Hasson-Ohayon, et al, 2019). The strength of the family has an effective and positive role in improving social relations and reducing the problems of society, and to have a dynamic society, a healthy and dynamic family has always been needed (Tong, et al, 2021). Family is one of the most important foundations of society, which is formed by marriage, and marriage is the most intimate relationship between two sexes in response to providing psychological, physical, sexual and spiritual needs (Bulgan & Ciftci, 2017). Marriage is a bond and contract between two opposite sexes based on stable sexual, emotional and spiritual relationships, which is formed based on concluding a religious, legal and social contract (Onoyase, 2020).

In recent decades, the family institution has undergone extensive transformations and changes in the world; Developments and changes whose roots should be sought in the sexual revolution of the late 1960s in European and American countries, which gradually led to a change in sexual discourse and a fundamental change in sexual attitudes and behaviors in many countries, and laid the groundwork for the expansion of sexual relations before provided marriage and this gradually spread to other parts of the world as well (Manning, Smock & Kuperberg, 2021). In the last decades, the world with the decrease of permanent marriage, the increasing number of divorces, the increase of absolute celibacy and the average age of marriage, the increase in the level of education of women and urbanization have all affected the common and traditional meaning of marriage (Brown, Manning & Payne, 2017). The decrease in the number of formal marriages does not mean a decrease in the emotional and sexual relationship between men and women, but individuals and generally young people in the transition conditions of Iranian society to meet their needs and get rid of the conditions of formal and legal marriage, a solution called white marriage or cohabitation for They found it. This type of marriage has become a subculture in different cities of Iran, which has been accepted among a part of young people against the wishes of parents and restrictive traditions (Akbarzadeh & Hashemianfar, 2020). In the last decade, in some big cities of Iran, we are faced with a new imported phenomenon called white marriage, which is an apparently original, simple, intimate bond, free of usual rituals and ceremonies, free of customary and legal obligations, morally oriented and at the same time averse to tradition and anti-traditionalism, which indicates the occurrence of some serious developments in the field of family (Sharafuddin & Araqi, 2020).

White marriage means cohabitation and is a bond that is established for an indefinite period between two sexes that lack legal, legal and social legitimacy (Van Hedel, Martikainen, Moustgaard & Myrskylä, 2018). This variable indicates a type of quasi-marital bond, cohabitation, cohabitation, cohabitation, etc., which aims to provide and satisfy mutual emotional and sexual needs between single or divorced boys and girls (Duvander & Kridahl, 2020). Probably the reason why it is called white marriage is that this bond will not be registered in the birth certificates of the parties until further notice and maybe never. The purpose of this type of cohabitation is to get to know each other better for subsequent decisions, to satisfy emotional needs, to satisfy sexual pleasures, or in some cases to earn financial income or to help pay for sex (Sharafuddin & Araqi, 2020). At the beginning of white marriage or cohabitation, often poor people who were unable to marry entered into these relationships, and economic problems were one of the most important reasons for its formation. But after that, other people also entered into this type of relationship due to problems after the separation or death of their partner (Guetto, Vignoli & Bazzani, 2021). After World War II in Germany, middle-aged women often preferred cohabitation to remarriage after divorce or the death of their partner. Because they did not want their widow's benefits paid by the government to be cut off, but today in more than ten European countries the law of cohabitation or cohabitation is protected as a legal relationship (Perelli-Harris, et al , 2018).

Today, in western countries, official marriage is weakening and cohabitation or white marriage is strengthening and increasing. The ever-increasing growth of cohabitation is a serious competitor for formal and legitimate marriage; So that its expansion in Western countries is the most important change in family patterns in the last 50 years (Vergauwen, Neels & Wood, 2017).

In addition to living together, one of the characteristics of white marriage is that it is not registered anywhere. Men and women do not have any obligations towards each other and they can separate from each other whenever they want. There are many differences between this category of people and people with official marriages, and there are legal and official protections for people who get officially married, unlike people who get married (Sassler & Lichter, 2020). White marriage in Iran is against religious and cultural values and norms and is even legally prohibited, but some evidence and studies indicate an increase in this type of marriage among young people, especially in big cities. Different people deal with the pressures of puberty on the one hand and marriage age on the other hand and the growing gap between the two in a different way (white marriage) which is one of the forms of premarital relationships (Saeed Taleshi & Soltani, 2018). ). In the last one or two decades, the phenomenon of white marriage has entered other countries, including Islamic countries such as Turkey, Egypt, Iran, UAE, etc., through the process of globalization and extensive cross-cultural communication, especially through global media such as satellite and the Internet, and is often on the margins of the context. These communities are traditionally settled. The existence of some sometimes unsolvable problems in the way of formal marriage of young people in these countries has inadvertently provided the basis for the acceptance of such imported and harmful patterns (Sharafuddin & Araqi, 2020).

Although few and scattered researches from different angles investigated white marriage, no research was found on the review and comparison of news networks and sites regarding the amount of coverage of white marriage. In the following, the results of the most important research related to white marriage are presented. For example, the results of Moeinipour's research (2021) showed that the level of relaxed lifestyle, family functioning and happiness of white married couples was higher than white and modern married couples, but there was no significant difference between the mentioned variables in white and modern married couples. Amjadi, Shekarbeugi & Maadani (2020) researched the categories of lacks and emotional needs, the lack of family supervision over children's relationships and their rejection, the facilitation of relationships between girls and boys in metropolises, and the increase in the age of celibacy in women as the causal category and the categories of emotional and emotional decisions. And they introduced self-expression as a strategy category, the categories of the quality of interactions and relationships of couples, women's emotional and financial independence, and imitation of western culture as intervening conditions, and the categories of reluctance to permanent marriage and concealment and lying as the consequences of white marriage. In another research, Azimpoor & Papinejad (2019) reported that the most important reasons for the prevalence of white marriage are the decrease in spirituality, the increase in worldliness, the lack of commitment of the parties and economic obstacles, and the most important ways to deal with it include adherence to the Qur'an and spirituality, expanding familiarity with the culture of religious teachings, observing Modesty and chastity, effort and adherence to the Islamic lifestyle and setting the example of the lives of the innocent leaders (PBUH) are.

The results of Aghaei's research (2019) indicate a significant and direct relationship between white marriage and feminist beliefs, lack of belief in religious norms and principles, bad economic conditions and unemployment, opposition to traditional marriage, hedonism, friendship with people with a history of white marriage, family separation, There was a lack of independent criminalization for white marriage, lack of public supervision, support for women, and lack of commitment and responsibility in white marriage. Ramezanifar & Adish (2018) conducted a research on the lived experiences of people about white marriage and concluded that white marriage is popular among young people and factors such as economic status, problems related to divorce, reduction of parental control, sexual and emotional needs, globalization, Individualism, weakening of religious beliefs and friends have played an important role in young people's tendency to white marriage, and the limitations of this way of life are lack of acceptance by society and family,

lack of legal support, and having a secret relationship. In another study, Golchin & Safari (2017) reported that the categories of reducing the function and importance of the family, migration and Tehran, an uncontrolled city, as background conditions, a negative view of conventional marriage, feminist beliefs, and not believing in and not adhering to Religious values of society as causal conditions, involvement in the romantic process and familiarity with cohabitation as mediating conditions, cohabitation: equal relationship, cohabitation: open-ended relationship, satisfactory experience of this lifestyle, internal obstacles to the relationship and external limitations of the relationship as interactions, cohabitation: The short-lived relationship caused by the conflict of modern and traditional values in the context of the metropolis of Tehran was determined as the core category and bearing the losses caused by the end of the relationship and getting married or promising to marry in order to remove external obstacles were determined as the consequences of this lifestyle.

Sohrabzadeh, Norouzi & Askari Kaviri (2017) in a research about white marriage, the categories of diminishing the function and importance of the family and economic conditions as background conditions, the categories of transformation of marriage standards, fear of marriage, disillusionment with marriage, lack of belief in marriage and feminist beliefs as Causal conditions, involvement in the romantic process as mediating conditions, categories of the possibility of gradual development of relationships, feeling of equality, feeling of independence, increased agency and satisfactory experience of cohabitation as interactions, the category of personal choice of cohabitation affected by inevitable cultural and economic conditions as the core and categories of limitations and obstacles. Relationship, relationship challenges, and relationship direction toward marriage were determined as outcomes of white marriage.

In a situation where the civil registration organization of the country reports the existence of 11 million single citizens under the age of 30 in the country, who show a great desire to delay their marriage; The police chief of FATA talks about the existence of 350 illegal dating sites in the country, and their number increases every day, which shows the importance of studying this cultural phenomenon in different cities (Hasani Sadi, Haghghatian & JahanBakhsh, 2021). White marriage is an important issue and challenge that Iranian society has been facing for about a decade, and according to surveys, it has been welcomed by many young people. About this important issue and challenge in Iran, few and scattered researches have been conducted and no research has investigated the role of news networks and sites. Therefore, one of the existing gaps in addition to the few researches about white marriage is the failure to examine the role of news networks and sites in creating the desire of young people to perform white marriage and comparing these networks and sites in terms of the extent to which white marriage is discussed. As a result, the aim of the current research was to compare white marriage news based on effective news components in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites.

## 2. Methodology

This study was practical in terms of purpose and quantitative in terms of execution method. The white marriage news research community was the Farsi section of Al-Alam news sites, BBC Farsi and Voice of America in 2016 and 2017. The sample of the research was all the news related to white marriage, which were selected by full enumeration sampling method. In order to carry out this research, the researcher with the help of a research colleague analyzed the Persian section of Al-Alam news sites, BBC Farsi and Voice of America in two years in terms of the components of the amount of news, presentation style, news brand, news values, news elements, news sources, load They investigated headline induction, news orientation, content bias, news type, news volume and news tactics. The desired components were identified as important components of news networks and sites based on interviews with experts in the field of news networks and sites.

The research tool was to observe and record white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America websites. To collect data, coding sheets were used in accordance with the instructions. To better understand this, it is necessary to describe several modifications. Coding is a step in which raw information is systematically converted into meaningful units to accurately describe the characteristics of the

content. The unit of analysis means the units that are statistically analyzed to answer the research hypotheses and questions. In the counting unit, the data are described numerically in terms of frequency of occurrence or in terms of space or time of propagation. In other words, quantitative units are the same as counting units. The registration unit is a specific part of the content that is determined by being placed in a certain category, which according to Holstein is divided into five classification units including word or symbol, subject, character, sentence or paragraph, and title. The counting unit and the recording unit can be the same. The component or sub-component is actually patterns or themes that are directly mentioned in the text or interview. In the current research, news content was considered as the unit of analysis, the number of news content as the counting unit, and the components and sub-components as the recording unit. Validity and reliability were calculated for the tool of the present research, which is to observe and record the news of white marriage in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites; So that its face validity was confirmed by the opinion of experts and its reliability was estimated at 0.92 by the method of agreement coefficient between two coders. Finally, the data were analyzed with non-parametric chi-square test in SPSS software.

### 3. Findings

The results of a comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news content component are presented in Table 1.

**Table1.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of the amount of news

News sites	observed frequency	Expected frequency	Frequency difference
Al-Alam	32	$(184 \div 3) = 61/33$	-29/33
BBC Persian	80	61/33	18/67
voice of America	72	61/33	10/67
Total	184	-----	-----
Test	chi-square = 23/449 (P<0/001)		

According to the results of Table 1 and based on the chi-square test, there was a significant difference between the three news sites based on the component of the amount of news ( $P < 0.001$ ); So that the BBC Farsi news site had the most emphasis and the Al-Alam news site had the least emphasis on white marriage based on the component of the amount of news. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America sites based on the content presentation style component are presented in Table 2.

**Table2.** The results of a comparative study of white marriage news in the Persian section of news sites based on the content presentation style component

News sites	Presentation styles			Total
	analytical	a report	news	
Al-Alam	3	9	20	32
BBC Persian	10	42	28	80
voice of America	5	21	46	72
Total	18	72	94	184
Test	chi-square = 18/695 (P<0/001)			

According to the results of Table 2 and based on the chi-square test, there was a significant difference between the three news sites based on the content presentation style component ( $P < 0.001$ ); So that Al-Alam and Voice of America news sites put the most emphasis on the news style and the least on the analytical style, and

the BBC Persian news site put the most emphasis on the reporting style and the least on the analytical style. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news index component are presented in Table 3.

**Table3.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of the news site

News sites	News bookmarks									Total
	Judiciary	personalities	People's experiences	executive branch	experts	police	Friday imams and references	Other officials	Legislature	
Al-Alam	4	3	2	1	10	5	1	3	3	32
BBC Persian	10	28	12	1	15	4	1	6	3	80
voice of America	10	17	24	0	15	1	1	1	3	72
Total	24	48	38	2	40	10	3	10	9	184
Test	chi-square = 185/602 (P<0/001)									

According to the results of Table 3 and based on the chi-square test, there was a significant difference between the three news sites based on the news brand component (P<0.001); So that Al-Alam, BBC Farsi, and Voice of America news sites placed the most emphasis on experts, personalities, and people's experiences, respectively. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news values component were presented in Table 4.

**Table4.** The results of a comparative study of white marriage news in the Persian section of news sites based on the news value component

News sites	News values						Total	
	novelty	Inclusivity + fame	encounter + fame	Proximity	the fame	learning		Collision
Al-Alam	0	1	3	3	5	3	17	32
BBC Persian	1	7	14	15	19	10	14	80
voice of America	0	2	14	8	7	14	27	72
Total	1	10	31	26	31	27	58	184
Test	chi-square = 145/152 (P<0/001)							

According to the results of Table 4 and based on the chi-square test, there was a significant difference between the three news sites based on the news values component (P<0.001); So that Al-Alam and Voice of America news sites put the most emphasis on confrontation, and the BBC Farsi site put the most emphasis on reputation, and the least emphasis of all three sites was on novelty. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news elements component are presented in Table 5.

**Table5.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of news elements

News sites	News items					Total
	Where	when	Why	How	who	
Al-Alam	0	2	2	21	7	32
BBC Persian	1	5	5	29	40	80
voice of America	1	2	7	18	44	72
Total	2	9	14	68	91	184
Test	chi-square = 48/580 (P<0/001)					

According to the results of Table 5 and based on the chi-square test, there was a significant difference between the three news sites based on the component of news elements ( $P<0.001$ ); So that Al-Alam news site emphasized the most on how, Voice of America and BBC Farsi news sites emphasized the most on who, and all three sites had the least emphasis on where. The results of a comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news source component are presented in Table 6.

**Table6.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of news sources

News sites	News sources							Total
	Citizens	American press	Arabic news agency	unknown	Domestic press	Domestic news agencies	media reporter	
Al-Alam	1	1	1	12	2	7	8	32
BBC Persian	3	2	0	20	10	20	25	80
voice of America	1	2	0	18	5	21	25	72
Total	5	5	1	50	17	48	58	184
Test	chi-square = 235/580 (P<0/001)							

According to the results of Table 6 and based on the chi-square test, there was a significant difference between the three news sites based on the component of news sources ( $P<0.001$ ); So that every Al-Alam news site placed the most emphasis on unknown sources, BBC Persian and Voice of America news sites placed the most emphasis on the media reporter and all three had the least emphasis on the Arab news agency. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America sites based on the headline induction load component are presented in Table 7.

**Table7.** The results of a comparative study of white marriage news in the Farsi section of news sites based on the inductive load component of the headline

News sites	titer induced loads		Total
	inferential	Persuasive-inferential	
Al-Alam	30	2	32
BBC Persian	60	20	80
voice of America	58	14	72
Total	148	36	184
Test	chi-square = 18/695 (P<0/001)		

According to the results of Table 7 and based on the chi-square test, there was no significant difference between the three news sites based on the inductive load component of the headline ( $P>0.05$ ); So that all three news sites, Al-Alam, Persian BBC and Voice of America, put the most emphasis on the inferential induction load and the least emphasis on the persuasive-inferential induction load. The results of the

comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the component of news orientation were presented in Table 8.

**Table8.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of news orientation

News sites	News directions			Total
	Positive	negative	neutral	
Al-Alam	3	28	1	32
BBC Persian	35	25	20	80
voice of America	50	10	12	72
Total	88	63	33	184
Test	chi-square = 42/512 (P<0/001)			

According to the results of Table 8 and based on the chi-square test, there was a significant difference between the three news sites based on the news orientation component ( $P<0.001$ ); So that the news site Al-Alam places the most emphasis on negative orientation, and the news sites of BBC Persian and Voice of America place the greatest emphasis on positive orientation, and the two sites of Al-Alam and BBC Farsi place the least emphasis on neutral orientation, and the site of Voice of America places the least emphasis on orientation. It was negative. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America sites based on the content bias component are presented in Table 9.

**Table9.** The results of a comparative study of white marriage news in the Persian section of news sites based on the content bias component

News sites	News directions			Total
	Conviction of the event	Empathy with the event	neutral	
Al-Alam	26	3	3	32
BBC Persian	2	64	14	80
voice of America	21	36	15	72
Total	49	103	32	184
Test	chi-square = 158/754 (P<0/001)			

According to the results of Table 9 and based on the chi-square test, there was a significant difference between the three news sites based on the content bias component ( $P<0.001$ ); So that Al-Alam news site emphasizes the condemnation of the event and BBC Persian and Voice of America sites the most emphasis on empathy with the event and Al-Alam and Voice of America sites the least emphasis on neutral orientation and BBC Persian site the least emphasis on condemnation of the event had The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the type of news component are presented in Table 10.

**Table10.** The results of a comparative study of white marriage news in the Persian section of news sites based on the type of news component

News sites	type of news		Total
	event driven	process oriented	
Al-Alam	14	18	32
BBC Persian	37	43	80
voice of America	34	38	72
Total	85	99	184
Test	chi-square = 29/564 (P<0/001)		

According to the results of Table 10 and based on the chi-square test, there was no significant difference between the three news sites based on the type of news component ( $P<0.001$ ); So that all three news sites had the most emphasis on process-oriented news and the least emphasis on event-oriented news. The results



of a comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the news volume component are presented in Table 11.

**Table 11.** The results of a comparative study of white marriage news in the Persian section of news sites based on the news volume component

News sites	Volume of news				Total
	Very long	long	medium	Short	
Al-Alam	1	1	10	20	32
BBC Persian	15	15	40	10	80
voice of America	5	22	30	15	72
Total	21	38	80	45	184
Test	chi-square = 32/053 (P<0/001)				

According to the results of Table 11 and based on the chi-square test, there was a significant difference between the three news sites based on the news volume component ( $P<0.001$ ); So that Al-Alam news site emphasizes the most on short news volume and BBC Farsi and Voice of America news sites the most emphasis on medium news volume and Al-Alam news site emphasizes the least on very long and long news volume, Voice of America news site gives the least emphasis Very long news volume and BBC Farsi news site had the least emphasis on short news volume. The results of the comparative analysis of white marriage news in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites based on the component of news tactics were presented in Table 12.

**Table 12.** The results of a comparative study of white marriage news in the Persian section of news sites based on the component of news tactics

News sites	News tactics									Total
	record writing	Affection of the audience	create fear	official source	Demonization	confrontation	Use of the elite	News with views	Message selection	
Al-Alam	9	5	2	1	1	1	9	3	1	32
BBC Persian	18	13	11	3	6	5	16	6	2	80
voice of America	13	7	9	1	19	5	15	1	2	72
Total	40	25	22	5	26	11	40	10	5	184
Test	chi-square = 138/568 (P<0/001)									

According to the results of Table 12 and based on the chi-square test, there was a significant difference between the three news sites based on the news tactics component ( $P<0.001$ ); So that the Al-Alam news site emphasizes the most on writing history and the use of elites, the BBC Farsi site the most emphasis on history writing, the Voice of America news site the most emphasis on demonization, and the Al-Alam news site the least emphasis on reliable sources, demonization, confrontation, and handpicking. Payam, the BBC Persian news site, had the least emphasis on Payam handpicking, and the Voice of America news site had the least emphasis on reliable sources and news with a point of view.

#### 4. Conclusion

On the one hand, the news of a media is proportional to its goals and interests and changes people's information and awareness about various events, and on the other hand, one of the challenges of today's life is the issue of white marriage, and these news networks and sites can influence people's attitudes, or its failure to be effective. As a result, the current research was conducted with the aim of comparative analysis of white marriage news based on the effective news components in the Farsi section of Al-Alam, BBC Farsi and Voice of America news sites.

The comparative results showed that the BBC Farsi news site had the most emphasis and the Al-Alam news site had the least emphasis on white marriage based on the component of the amount of news, and between them in terms of the components of presentation style, news brand, news values, news elements, sources. There was a significant difference in news, news orientation, content bias, news type, news volume, and news tactics, but there was no significant difference between the three news sites in terms of emphasis on white marriage based on the inductive load component of the headline. No research was found on the comparison of news sites about white marriage news based on effective news components, but the results of the current research can be aligned with the results of Moeinipour (2021), Amjadi, et al (2020), Azimpoor & Papinejad (2019), Aghaei (2019)., Ramezanifar & Adish (2018), Golchin & Safari (2017) and Sohrabzadeh, et al (2017).

The results showed that there was a significant difference between the three news sites based on the amount of news; So that the BBC Farsi news site had the most emphasis and the Al-Alam news site had the least emphasis on white marriage based on the component of the amount of news. In the interpretation and explanation of these results, it can be said that based on the highlighting theory, media and news sites play an important role in determining the important and discussed topics of the audience and creating their intellectual priorities. This theory states that if an issue is highlighted in the media over a period of time, it can persuade the audience that the highlighted issue is important. Almost all studies on salience assumed that repetition of the subject increases its importance. Since there are certain limits for the news coverage of the white marriage phenomenon, therefore, this event has been broadcasted on the BBC Farsi news site, which seeks to change the attitude in the country in a soft way, compared to the Farsi section of the Voice of America news site. And the amount of attention of Al-Alam news site was less than the other two sites.

Other results showed that there was a significant difference between the three news sites based on the content presentation style component; So that Al-Alam and Voice of America news sites put the most emphasis on the news style and the least on the analytical style, and the BBC Persian news site put the most emphasis on the reporting style and the least on the analytical style. In the interpretation and explanation of these results, it can be said that in the news media, styles and formats of information are a solution for representing news and providing better and more appropriate information to the audience. In fact, by using these styles, news media can provide awareness and information in the best way. The dominant style of the BBC Farsi news website is in the form of a report, and the approach of this media was more focused on explaining, explaining and describing this event, which dealt with the details of its occurrence with the help of news or narrating the event and presented new information in a descriptive manner. Is. On the other hand, the way of presenting the content on Al-Alam and Voice of America news sites was in the form of news and the approach of these media was more focused on the summary and accurate reporting of this event from the political and social world.

Other results of the current research showed that there was a significant difference between the three news sites based on the component of the news site; So that Al-Alam, BBC Farsi, and Voice of America news sites placed the most emphasis on experts, personalities, and people's experiences, respectively. In the interpretation and explanation of these results, it can be said that from the media point of view, news makers or news outlets are people who create news related to the topic, or whose conversations, meetings, and comments create news. In the meantime, the gatekeepers of the media try to influence the mentality of the audience in the way they want and push the public opinion in the desired direction, and this is done through the classification of the importance of newsmakers. Although marriage and preserving the family unit are among the legal principles and approvals of the Islamic Council, but the institution of the Majlis as its legislator, supervisor and guardian is the least newsmaker of this event, and the news published by this authority was worthless or little. Therefore, in BBC Farsi, the personalities are the main newsmakers, in Voice of America, the experiences of people with a history of white marriage, and in Al-Alam, experts are the main news makers.

In addition, the results showed that there was a significant difference between the three news sites based on the news values component; So that Al-Alam and Voice of America news sites put the most emphasis on confrontation, and the BBC Farsi site put the most emphasis on reputation, and the least emphasis of all three sites was on novelty. In the interpretation and explanation of these results, it can be said that one of the news indicators which is the intrinsic nature of news and above all is effective on selecting the event and highlighting it is news values. Therefore, news values are considered effective factors in news selection, which give identity to the news and form the structure of the news. News values refer to a stream that deals with the selection, construction and presentation of news, and in BBC Farsi, the news value of reputation was more prominent, which is inevitable due to the style of presenting content in the form of reports and the use of personalities as news makers. Voice of America and Al-Alam news sites were more prominent in the news value of the encounter, which seems obvious considering the subject of the white marriage phenomenon.

Other results showed that there was a significant difference between the three news sites based on the component of news elements; So that Al-Alam news site emphasized the most on how, Voice of America and BBC Farsi news sites emphasized the most on who, and all three sites had the least emphasis on where. In the interpretation and explanation of these results, it can be said that if we accept that news values give value and dignity to news, news elements show their importance. Knowing the news elements helps the reporter to effectively use the information he has before writing and editing the news. Knowledge of news elements determines which of the acquired information is more important and which is less important.

Other results of the current research showed that there was a significant difference between the three news sites based on the component of news sources; So that every Al-Alam news site placed the most emphasis on unknown sources, BBC Persian and Voice of America news sites placed the most emphasis on the media reporter and all three had the least emphasis on the Arab news agency. In the interpretation and explanation of these results, it can be said that every media should present its message by citing a reliable news source so that the readers accept it. Having a news source is considered a natural need and the right of the audience, so that in this way he can evaluate the accuracy and reliability of the published news according to the history and credibility of the news source. Broadcasting specific news creates a responsibility for each source, and in many cases, due to the possibility of denying the news and losing the credibility of the source; the media are forced to present their message from unknown or ambiguous sources. Saying words like informed observers and analysts of the issue and similar tactics is a tactic that both the message has been conveyed and the responsibility for it has fallen from the shoulders of the media. On the other hand, the discussion of news sources has always been very important for the media and the more reliable and trustworthy the sources of news and information are, the more important the audience will be to that news. Most of the news sources of BBC Farsi and Voice of America news sites are the sources of journalists and most of the news sources of Al-Alam site are unknown sources.

Also, the results showed that there was no significant difference between the three news sites based on the inductive load component of the headline; So that all three news sites, Al-Alam, Persian BBC and Voice of America, put the most emphasis on the inferential induction load and the least emphasis on the persuasive-inferential induction load. In the interpretation and description of these results, it can be said that writing a beautiful and attractive title is one of the best things that we can do to attract users to read the article. The title of the article is the advertisement of its content. Therefore, the title should be chosen in such a way as to encourage the audience to read the content, and all three sites acted the same in this regard, and all three had the most emphasis on inferential induction load and the least emphasis on persuasive-inferential induction load.

Other results showed that there was a significant difference between the three news sites based on the news orientation component; So that the news site Al-Alam places the most emphasis on negative orientation, and the news sites of BBC Persian and Voice of America place the greatest emphasis on positive orientation, and the two sites of Al-Alam and BBC Farsi place the least emphasis on neutral orientation, and the site of Voice of America places the least emphasis on orientation. It was negative. In the interpretation and description of

these results, it can be said that media orientation or news bias means the influence of the policies and interests of a media in choosing news events and how to cover them. In various societies, media and news sites are governed by the policies of their owners, and therefore only reflect a part of reality that is within their interests. For this reason, BBC Persian and Voice of America news sites have a positive orientation towards the phenomenon of white marriage and Al-Alam news site has a negative orientation towards it.

Other results of the current research showed that there was a significant difference between the three news sites based on the content bias component; So that Al-Alam news site emphasizes the condemnation of the event and BBC Persian and Voice of America sites the most emphasis on empathy with the event and Al-Alam and Voice of America sites the least emphasis on neutral orientation and BBC Persian site the least emphasis on condemnation of the event had In the interpretation and description of these results, it can be said that the government, power, and wealth are among the factors influencing media news bias. Therefore, the serious approach of the BBC Farsi and Voice of America news sites is to empathize with the phenomenon of white marriage and support it, and the direction of the Al-Alam news site is to condemn white marriage.

In addition, the results showed that there was no significant difference between the three news sites based on the type of news component; So that all three news sites had the most emphasis on process-oriented news and the least emphasis on event-oriented news. In the interpretation and explanation of these results, it can be said that it is necessary to divide the news into two parts, event-oriented and process-oriented, to facilitate news coverage. Process-oriented news is news that starts from the past, is prominent in the present and will have consequences in the future. This type of news affects the lives of most people in the community, both small and large groups, and causes changes in their lives, and the purpose of this type of news is to make people more aware. On the other hand, event-oriented news are rarely influential in the public life of societies, and for their selection, the most emphasis is placed on news value, attractiveness, surprise, and novelty. In this type of news, the most effort is to stimulate the audience's curiosity, not to investigate world events and what is happening around people.

Other results showed that there was a significant difference between the three news sites based on the news volume component; So that Al-Alam news site emphasizes the most on short news volume and BBC Farsi and Voice of America news sites the most emphasis on medium news volume and Al-Alam news site emphasizes the least on very long and long news volume, Voice of America news site gives the least emphasis Very long news volume and BBC Farsi news site had the least emphasis on short news volume. In the interpretation and description of these results, it can be said that the understanding of the concepts of each sentence has an inverse relationship with the number of its words. The fewer words in a sentence, the easier it is to understand its meaning. Electronic news content, if they want to be successful, should be small and concise, and the length of the news content should not exceed the length of one monitor screen. In Al-Alam news site, there was more emphasis on short news volume, and in BBC Farsi and Voice of America news sites, the most emphasis was on medium news volume.

Other results of the current research showed that there was a significant difference between the three news sites based on the news tactics component; So that the Al-Alam news site emphasizes the most on writing history and the use of elites, the BBC Farsi site the most emphasis on history writing, the Voice of America news site the most emphasis on demonization, and the Al-Alam news site the least emphasis on reliable sources, demonization, confrontation, and handpicking. Payam, the BBC Persian news site, had the least emphasis on Payam handpicking, and the Voice of America news site had the least emphasis on reliable sources and news with a point of view. In the interpretation and description of these results, it can be said that news is one of the most important shapers of public opinion, which can be expressed more effectively with appropriate news tactics. News tactics are a set of measures and measures taken by the media to identify or select, reflect, create a stream, make the message last on the minds of the audience, neutrality and hostility. Due to the high number and increasing number of media and news sites and the competition between them and the increase in media literacy and the increase in audience, the discussion of news tactics becomes more complicated. News tactics are closely related to the macro-politics of each media, and the Al-Alam news site

emphasizes news tactics of record-setting and the use of elites, the BBC Farsi site emphasizes news tactics of record-setting, and the Voice of America news site emphasizes news tactics of demonization in the field of white marriage. .

In any research, the researcher faces a series of limitations, and one of the main elements of research is access to information, sources, and previous researches, and part of these problems can be caused by the lack of any of the mentioned items. Another limitation that did not provide the possibility to compare the results of the present research with them well was the lack of research on the comparison of different news sites. Another limitation was the fact that the phenomenon of white marriage and the dimensions of its social, economic, political and cultural harms were unknown at the community level. Therefore, conducting more research on the phenomenon of white marriage can help to understand this phenomenon. Undoubtedly, by acquiring the necessary and sufficient knowledge and understanding, one can proceed to white marriage or avoid it. Another research proposal is to examine the opinions of other news networks and sites about the effective components of news about the phenomenon of marriage and compare its results with the results of the present study.

The results of the current research showed that the BBC Farsi news site emphasized more and the Alam news site emphasized less on white marriage according to the effective news components. These results have practical implications for managers and planners in determining necessary policies for people in society. Since the results indicated that the BBC Farsi news website about white marriage and its consequences for families were more harmful, therefore, experts and authorities, while informing these results and the results of other researches, should design new, attractive and surprising news networks and sites. To make people's desire to stay away from BBC Persian and Voice of America networks and sites and encourage them to use local news networks and sites. Undoubtedly, informing the people of the society about the possible consequences and damages of different networks and news sites can give the people of the society enough knowledge in order not to choose them as a common network or site to watch, so as to preserve the family unity and not provide the ground for its collapse.

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