Presenting the proposed model of media soft power components to improve the combat capability of the Army of the Islamic Republic of Iran

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Abstract: Due to its sensitive strategic and geopolitical position, the Islamic Republic of Iran is obliged to strengthen the dimensions of its soft power while paying attention to strengthening various aspects of hard power. Iran can use its soft power and achieve the strengthening of its national power when it presents its strategy and strategy as well as its desired values in such a way that it utilizes the components of its power production components from both national and transnational dimensions. Brought. The purpose of this article is to design a model of soft media power in order to improve the combat capability of the Army of the Islamic Republic of Iran using the ground-based approach. In this study, in order to identify the indicators of soft power in promoting the combat capability of the army of the Islamic Republic of Iran, experts' opinions were used. Four basic indicators for soft power were determined, which are in order of priority: Army, changing the rules of the armed forces, parallel armed forces in the country, armed forces of foreign countries) in the media dimension (national media, new media, foreign media, hardware and software facilities) in the cultural dimension (orbital province, God-centered, Basij thinking And then manpower (creativity, participation in organizational decision-making, elites and professors inside the organization, elites and professors outside the organization, training, Q&A sessions, improving organizational communication, improving staff livelihoods).

Keywords: soft power, media, combat power, army of the Islamic Republic of Iran.

INTRODUCTION

The increasing role of the media in various spheres of human life has led to the optimal use of this tool in political, social, economic developments and even international conflicts. Due to the diversity of these roles, the question arises in the minds of the audience whether the media can be a factor in reducing crises and establishing peace and security in the world? or are they always in the service of crisis and war, in other words, crisis-makers? It must be acknowledged that the dual role of the media in crisis-making and crisis-solving is, at least, obvious to experts in the field. In today's world, on the one hand, the popularity of the media due to the speed of news transmission, the widespread use of new communication technologies, the possibility of interacting with them, etc. is increasing. On the other hand, the media form a large part of the nature of public opinion and this trend is constantly increasing. Therefore, the ability of the media to attract large audiences and participate in the process of shaping public opinion gives them considerable power to intervene in internal, national, regional and international crises and conflicts and the formation of media competition with media war is also due to this, in this conflict, one side will be the winner to be able to act more scientifically, deeply and intelligently. Defense organizations have a special place among the organizations of a country because the existence of these organizations in a country has provided security for the country and the existing organizations in that country and without security in any country, no organization will be able to progress or even survive in general, defense organizations in the country have a serious and important task to ensure the security of that country against internal and external threats. In fact, these organizations are the manifestation of the national will and power of each country therefore, the independence and territorial integrity of a country and the creation

of security and peace in society depend on a capable defense organization in that country. The capability of these organizations is determined by examining the combat power of that organization (Islami and Zolfaghari 2012: 45).

Combat power in the army of the Islamic Republic of Iran consists of three components: 1- Physical factors 2- Non-physical factors 3- Superior factors whose combination correctly with each other can lead to military operations. Media as a communication tool can have a significant impact on increasing physical factors, non-physical factors and superior combat power. Media can increase combat capability in a variety of ways, such as gathering information, informing and influencing, psychological operations, training, promoting the spirit of martyrdom and self-sacrifice, increasing the motivation and morale of military personnel, raising the faith of personnel by promoting cultures and religious values.

Mass media in a broad sense encompasses all means of communication. Extensively disseminate information and news and ideas and views training in psychological operations, propaganda, justification, orientation, guidance and deviation. Considering that combat power in military organizations shows the efficiency and effectiveness of that organization in each country on the other hand, the media as an important organization of society that can have a significant impact on advancing the goals of military organizations and especially the amount of combat power of these organizations. The researcher intends to design a soft power media model to increase the combat power of the Army of the Islamic Republic of Iran.

THEORETICAL FRAMEWORK AND RESEARCH BACKGROUND
A look at the concept of soft power

Nowadays, soft power is one of the most important and central concepts in world politics. Its resources and tools are different from the traditional power that comes from population, land, natural resources, economic greatness, military forces, and political stability. The reason for the importance of this aspect of power in the contemporary world is the two phenomena of globalization and information revolution. The first phenomenon has led to the growth and increase of social, political, economic and military networks of power between government actors and by increasing the role of culture in consolidating the power of governments, has also provided the grounds for the transformation of its resources.

The information revolution, which has been accompanied by increasing global access to information networks and the Internet, reducing its costs and expanding the role of non-governmental actors in international equations, there is another reason for this. In fact, political play in the information age has increased the importance and role of this aspect of power over its hard side. Although Joseph Nay coined the concept of soft power in the 1990s, the thought behind it has a thousand-year history. (Arabpour, 2020).

"The power to influence the opinions of others is no less important for political purposes than economic or military resources," said Edward Holtkar in 1964. Of course, this concept was eventually used in practice by the trachea. He sees soft power as a nation's ability to attract others without the use of military coercion, economic pressure, or deception. Accordingly, its sources include such things as cultural attractiveness, political ideals, and policies of a country. Therefore, the ability to shape the will of others using the power of attraction and persuasion is the most key component in this regard. According to this definition, cultural attractiveness, the importance and acceptance of domestic institutions, democratic values, and the adoption of multilateral policies form the main sources of soft power. of course Nye argues, that "soft power" goes beyond mere "effect"; because influence is also achieved through hard power and systems of punishment or reparation. soft power is more than forcing or motivating people to argue, rather, it is the ability to attract people in a way that often leads to their satisfaction and submission (to our demands). Accordingly, it can be said that an actor has soft power when he can use his credibility, authority, legitimacy, attractiveness, money and knowledge to shape the wishes of others. In the field of international relations, the success of soft power relies heavily on the actor's reputation in the international community as well as the flow of information between actors. Hence, the discussion of soft power is often related to the rise of globalization and neoliberal theory in international relations. Public culture and the media, the spread of the national language, or a particular set of normative structures are commonly recognized as a source of soft power. Power that, if a country achieves, does not require huge costs of hard power. This kind of power is quite different from hard power, in which we use our ability to use the tools and levers of economic and military power to force others. Therefore, soft power or the absorption of hearts and thoughts in international politics is an important issue one of its important sources is culture. Foreign policy and the way it is applied are effective in the soft power of countries. (Arabpour, 2020). Therefore, if a country's foreign policy can promote desirable values and take advantage of the element of culture, soft power has created a significant international presence what matters in soft power is the public diplomacy of countries, which aims to capture the hearts and minds of the people of other countries and their leaders, and not necessarily the government of men and their politicians. Thus, Nye sees public diplomacy as a tool of soft power, a persuasive power based on its own attractions designed to gain public approval.

Pingfang also refers to Bertram Raven's five sources of power, such as reward, coercion, legitimacy, expertise, and competence (this form of power is achieved through acceptance, admiration, charm, fascination,

commitment, and loyalty). considers soft power as a form of competence that is based on attractiveness and reputation and has the ability to gain more influence over others than its other faces. (Heidari et al., 2020). Of course, Inder git Parmer and Niall Ferguson believe that soft power is inherently complementary to hard power. Charles Meyer also believes that soft power cannot function in the true sense of power unless it is accompanied by hard power. "This soft power flourishes in the shadow of the military superiority promoted by those interested in military capability, and without aircraft carriers, military transport aircraft and laser technology, the impact created over the years by Jackson Pollack and wan kiliborn (Painter)," Springsteen bors (Singer) and McDonald's restaurants or even American science labs will have apparent benefits. "This alone can be a reason to support and cherish soft power, but not so much that we consider it an independent force in securing imperial domination and hegemony." (Heidari et al., 2020).

soft power sources
Soft power sources are not always constant and always change with the evolution of platforms and their conditions. According to Nye, the most important soft power sources can be placed in three categories: culture, economics and politics:

Culture
Culture is a set of values and practices that make up the concept and meaning of a society when the culture of the country includes global values and its policies are to promote values and interests among others due to the created attraction and task relationships, the probability of achieving limited results increases few local values and cultures are less likely to generate soft power. The field of culture and society includes categories such as art, including film and entertainment, music and theater, and the performing arts of the media, including radio and television, newspapers and Internet magazines, and satellites. In addition to the film industry, which is an important cultural tool in creating soft power television as a mass media has become an essential tool of soft power (molana, 1986) However, the role of television as a global determinant of culture and its components should not be underestimated, but it has been one of its most important roles in international and political affairs. At the same time, television sometimes acts as an informal ambassador. From the earliest days of television, the powers that be have realized the strategic importance of imposing technical standards on the media internationally. Reputable radio and television brands such as BBC and Al Jazeera Qatar are also important indicators in the country's soft power in news coverage and culture dissemination. Internet and satellite are other cultural components of soft power, he believes that today, communication technologies such as the Internet, satellites have intensified the impact and uptake of soft power in the 21st century. If local cultures could not build electronic walls and hide behind them, satellites are ubiquitous today and have penetrated deep into them. Ideology and religion are other cultural factors that can create soft power. This is the type of Iranian influence and power in Iraq, especially after the Iraq war and the fall of Saddam.

Economy
In addition to culture, the second factor that can play a role in creating soft power is the economy. There are two main aspects that can be effective in producing soft economic power: Economic growth and the economic distribution of goods and services are in line with the public satisfaction approach, as military competition gave way to economic relations in the transformation of hard power from military to economic at the end of the Cold War (True, 1992). It is necessary to change the face of power and the emergence of soft power and economic source, although the adherence of the economy to hard power is not hidden from anyone but due to the developments of the new era politics are effective on culture and economy and its changes.

Politics
The third source of soft power is politics. Their components can be expressed in both domestic and international arenas in the domestic arena of public opinion, respect for human rights, the efficiency of the judiciary, government accountability, the level of hope for justice among members of society are among them.

soft power characteristics
Special features of soft power should be considered in the tool of influencing people's psyche and the process of producing persuasive value. However, the proximity of the cold power characteristics to the proximity of this type of power may lead to some degree of error detection. (Heidari et al., 2020).

Being traditional
The soft power of the country is realized as the deepest source of cultural power through a long historical evolution in such a process, each element of soft power is always influenced by cultural traditions and the development of each culture finds its own distinct trajectory (Kay, 2006).

Being real
Soft power is intangible but not unrealistic. The form of development and change in its strength is related to the history of time periods and to the domestic and international community (molana, 78).

Inclusiveness
Soft power is a vast capacity for expansion and competition. with the ever-increasing current of the information revolution and the development of the Internet, it finds soft power for the limitations of geographical borders, national ethnicity, time and space.

Variability
Soft power is not a static phenomenon but a dynamic process. This phenomenon is a massive variable system in which the shape and evolution of power depends on the different motion of different components (Nye, 2004).

Interaction of soft and hard power
soft power and hard interact with each other. Every country should develop both powers in the national power structure of its society. A country should strengthen its spiritual power while increasing its material power if the development of soft power is neglected. To take power development will be difficult. soft power and hard need important media spiritual products Many material products also have rich cultural content and provide extensive cultural information and in practice, they play a spiritual role, so soft and hard powers are related to each other, and in a complementary process, they both strengthen and limit each other in some cases (Nye, 2008).

media
The word media has a special content. In principle, a media is an effective tool for communication, and in other words, media are a product of industrial culture, although in the general sense they have more power. Media are mainly divided into three categories: written, audio and visual, and multimedia (Kariminia, 2004: 49). Since the advent of the media, these communication mechanisms have increasingly played a role in human social life in a way that the possibility of life without them does not come to mind much. The media, including newspapers, radio, television, etc., have played a major role in the development of human culture and civilization by transmitting new information and information and exchanging public opinions and ideas. So that many scientists have called the current era of human life the era of communication. According to Castells, the media due to they are the symbolic fabric of our lives, like real experiences that affect our dreams and they affect our awareness and our behavior and they provide the raw materials that our minds work with. (Castells 2001: 246). In other words, it can be said that the emergence of multimedia system and communication and information technologies has become the most prominent symbol of this period. New communication networks have overshadowed the human living space today so much that we can all be said to be in a media environment this media environment, in turn, has created a few hours of meaning which places most of the cultural and political manifestations in all their diversity in their territory. In the realm of politics, too, though, media politics shapes the integrity of the world of politics but politics mainly influences the decision-making process through media channels and forms the basic framework of content, organization, process and leadership in the world of politics (Forghani, 2002: 2).

Power and influence of media
There are two views on the power and influence of the media both are extremist views
One is riding on the infinite power of the mass media as Jean Cazeno writes about this way of thinking: This idea has become popular among ordinary and educated people that the mass media have imagined a superpower and they can revolutionize philosophical and political news, reshape it, and arbitrarily direct all behavior. Those who insisted on this idea were influenced by the use of mass media, especially radio, by Hitler and his propaganda director, Dr. Goebbels. Those who hold this view believe in a world where it is not possible to perform a particular action or behavior by applying pressure, then it must be penetrated into the minds of human beings and in this way, he directed their thoughts in the direction of his wanted and the second view is that the mass media has little effect on its audience they believe that the mass media, despite the superior technology they use, face many obstacles in influencing others. (Bani Gol et al., 2019). In the face of these two extremist views, it must be admitted that mass media are social and cultural tools in a great sense and therefore have a significant impact but these effects are not such that they do not recognize any restrictions or they are so insignificant that they do not deserve any attention (Sarukhani, 1993: 9). New technology, such as television, has become an environment for today's human beings, regardless of content. This new environment has many effects. It disrupts and changes the way the five general senses are used, forces man to accept different reactions to objects and subjects, and finally allows modern man to build a completely different society for himself (Rashidpour, 37: 2015).

Media power tools
Different tools are used to conduct media diplomacy that the most important tools of media diplomacy are:

News agencies
Almost all media in the world use their news directly or indirectly from famous news agencies such as Reuters, AFP (Boroujerdi et al., 2013).

Press
The press does not directly affect the target countries. Their reports affect the public opinion of the world's elites and officials, and this means an unfavorable effect in a third country (Ardestani, 2004: 22).

News sites
News sites that include special sites for search engines and e-mail filter breakers and hackers (Mohammadi, 2009: 96).

Radios
Radios are divided into two categories: ordinary radios and special radios or shortwave (Ardestani, 2004: 24).

Television
Television has been one of the most active forces of the twentieth century since its inception and is now influential in this cultural phenomenon (Smith and Patterson). Televisions are the most important tool in media diplomacy today, global television networks, by covering international news and events, inspire public opinion to fabricate their own analysis and interpret events. Political issues and news are always of interest to these networks due to their importance in international relations and the impact that this news has on world opinion has led diplomats to use global television and audio media and influence the political negotiation process. Today, most countries use television to be present on the world stage and to influence the thoughts of the world (Larson, 1988).

MEDIA FUNCTIONS
Diplomacy
The international media has influenced three forms of diplomacy:1: Public diplomacy, public diplomacy means "activities that take place outside the borders in the fields of information, education and culture and its purpose is to influence the citizens of other governments." The media can play a role in foreign policy and convey the message of diplomacy from one country to another as CNN in the Persian Gulf War played an important role in US public diplomacy. 2. People's diplomacy: People's diplomacy also refers to telecommunications and that the media has enabled citizens to engage in foreign specialized public diplomacy, whereas before, only experts could intervene in such matters. 3 Formal diplomacy: The media today has also influenced the official diplomacy of countries and some countries are trying to use this official diplomacy tool to even change or control the behavior of other governments. An understandable example is Iran and the media activities of some TV channels to magnify human rights pressures in Iran to change the behavior of the government. These channels believe that the movement of other governments should also be controlled in dealing with the intended government (Borjalizadeh et al., 2020).

Economy
The presence of new means of communication has led to the reshaping of production, distribution, trade and other economic issues and their decentralization, as well as the reduction of costs. Today, media advertising on international networks is considered to mean turning a company into an international brand. In this regard, it is enough to look at the exclusive Rolex advertisements from the BBC and CCN or the advertisements of international airlines such as Turkey or Emirates Air on important channels.

Culture
The media are effective institutions in the culture of any society and their field of action and activity is culture. Therefore, they are directly related to culture the result of this connection is the establishment of a reciprocal relationship between the media and public culture. A brief review of the impact of mass media on cultures confirms that the impact of these two is very complex, multidimensional and far-reaching and it has the power of astonishing transformation in all areas - education, science, technology, economics, politics and human relations. Although many theorists have different views on the relationship between culture and media, but it is certain that in the present age, the media is one of the most important powers, the reason is in the type and manner of influence and change, in other words, if Once forced to obey by force of arms and bayonets, now the

most stable, effective and least costly way to exert influence is to change people's values and attitudes through the lens of culture and use the media (Afrasiabi and Farhadi, 2019).

Education

In any communication stream, proper media plays a major role in facilitating the transmission of messages between sender and receiver. The transmission of educational messages to learners is done using educational media, which are an integral part of the educational process, and familiarity with different types of media paves the way to their fruitful use. Today, communication technologies play an important role in education. The presence of the media has led to the expansion of education in the national and transnational spheres and the transfer of new information as well as the termination of old information is rapid. According to the definition of educational technology, the way to conduct effective, sustainable and deeper education is to use human and non-human resources in education, these resources are the media.

Military

The media, if used effectively, can be the most effective tool available to an operational commander to gain popular support and counter enemy propaganda. Diplomacy in the current international system has undergone fundamental changes in terms of composition, purpose and subject matter. One of the most important components influencing this change is the media. Today, the speeches of the heads of state are reflected globally and are followed by reactions. Government Men do not speak without text and always behave properly in front of the camera. Negotiations have been secretly taken to the public sphere, and even in the most backward parts of the world, an important issue can be pursued with the help of the media. In other words, today the extent of media dependence on the international system can no longer be considered as one-sided. If once governments were the only creators of the media, today the major international media set the policy for the behavior of governments. Today, the media is considered the key to entering international relations. Therefore, in every international institution, the media has become an official body, and even international security organizations such as NATO have their own sites, and it should be asked, are these media the ones who make a hierarchical decision for us in the international system? (Alireza Dehghan, 2002).

Major approaches in media effects

There are different theories about the impact of the media. Some theorists believe in the limited effects and others in the powerful effects of the media. During theoretical developments over the years, conceptualization of media has been identified as three stages, major, more or less distinct: (Afrakhteh, 2018).

Media with absolute power

In the first phase, which lasted from the beginning of the century until the late 1930s, the media, wherever they grew up, had considerable power to shape ideas and beliefs, to change habits of life, and to promote behaviors more or less according to the wishes of media controllers and their content (Bauer, 1960, quoted in Mac, Quill 355).

Preliminary research on media is based on the idea of direct effects and subcutaneous injection of mass media concepts, it was based on a transition model based on the famous Shannon and Weaver communication development model. He simply described communication as the transmission of a message from sender to receiver. In this view, the sender of the message or content producer has power and Is interpreted as the passive recipient of information. Perspectives that saw the media as a powerful propaganda tool or motivator for an unlucky mass audience they formed the model of mass manipulation through the media, which includes the founders of the earlier views of cultural studies and political economy. The transitional model or subcutaneous injection of thinking dominated the mass media during the first half of the twentieth century (Jim McNamaro 2003).

Limited or minimal media impact

Landmark research in the 1950s and 1960s dismissed many claims about media influence and found that power attributed to the media was exaggerated. Key studies in this area were conducted by Katz and Lazarus Sefeld and Joseph Clapper. They concluded that mass communication was not normally a sufficient and sufficient reason to influence the audience, the results of his studies instead showed that the role of mass media is more to strengthen existing attitudes than to change them or create a new attitude (New Bold et al., 2002: 31. Koran, 2002: 132-139, quoted in By Jimmy McNamarro, 2003)

Clapper believed that the media was in no way influential but it has been shown that each media operates within the existing structure of social relations and certain social and cultural conditions. hese social and cultural factors play a primary role in shaping the beliefs of the studied attitudes and behaviors and determine the audience's choice of attention and response to the media (Blumer and Mc Quail, 1968), (Dennis McQuail, 2003: 357). Characteristic of these studies, which today seem to be the end of a period, is a tool for questioning the

results of this type of media research and re-emphasizing conventional understanding and recognizing a more moderate role for the media instead of a powerful role in determining planned and unintended effects media product (ibid., 356).

Return to powerful media
In the first stage, the absolute power of the media was emphasized. In the second stage, theories about the minimal effects of the media were discussed. The third stage considers the media as a powerful factor that has significant social and political effects. Dennis Mc Quail argues in his book Theories of Mass Communication that a large group of scholars were reluctant to accept the theory of minimal or ineffectiveness and were still attached to the important social effects of the media, making the media an important tool for exercising social and political power. they knew, this theory seldom entered the textbooks. The third is the stage at which the actual and potential effects are considered but these effects are based on modified and new perceptions of the increasing social and media relevance of the subject matter (ibid., 357).
The revival of leftist thinking in the 1960s was also important in this regard, as it confirmed the strong influence of the media on legitimacy and control to secure the interests of capitalist or bureaucratic governments (ibid., P. 358). Perspectives on political economy and cultural studies are also part of this theory. Political economy thinking on mass media suggests that the governing policies of the financial and industrial institutions of societies have a direct impact on the persistence of ideological controlling forces such as the media (New Bold, 2002: 219). In fact, political economy thinking agrees with the idea that political and economic structures influence media audiences. Political economy views of the media indicate that the media has targeted social action through ethical purposes (New Bold and Others, 2002: 249).

combat power
Combat power is a combination of tangible, physical, intangible and non-physical factors, whose correct combination can lead to successful operations. Physical factors include our optical units, organizational fire, non-organizational fire, combat support units and combat service support units (Islami and Zolfaghari, 2012, 45). If we can reduce the physical factors of the enemy's combat power, we will automatically increase our combat power, non-physical factors are factors that have a significant impact on the success of a unit, including organization, leadership, training, discipline, morale, faith, national motivation and customs, training, intelligence aristocracy, weather conditions.
Combat power in the army of the Islamic Republic of Iran consists of three components: 1- Physical factors 2- Non-physical factors 3- Superior factors that their correct combination and combination can lead to victory in military operations.
* Physical factors: material and tangible factors that can be counted and with their quantity play a role in creating combat power and talent to carry out the mission. Physical factors in terms of quantity, including military forces, talent and variety of weapons, military equipment, etc. In terms of military units, it includes combat units, combat support units, combat service support units (Ghafouri et al., 2017).
* Non-physical factors: There are factors whose application has a great impact on the success of a unit, which include faith, motivation and spirit, religious and revolutionary discipline, leadership, education and partial importance (Nozari, 2010).
* Superior factors: are factors that increase or decrease the combat power of these units by influencing the movements and activities of the military unit on the battlefield. Including factors of superiority as follows: weather conditions, proper land use, vulnerability and risk acceptance, intelligence aristocracy and information protection, psychological operations. Therefore, the above factors should be used in situations that are suitable in terms of space and time and to increase the combat power of the unit on the battlefield. On the other hand, if these factors are exploited in inappropriate time and place, it will reduce the combat power of the unit (Nozari, 2010: 4).

Background of researches conducted on the soft power and combat power
Ms. Zahra Pishgamifar et al. (2015) have conducted a study entitled "Presenting fuzzy multi-indicator decision model to compare soft power countries" The purpose of this study is to measure and compare the soft power of countries with a case study of Southwest Asia, Central Asia and the Caucasus. The final result of this study showed that the comparison and position of soft power of countries in the global geopolitical system has become a problem for scientists of political geography, geopolitics, international relations and political science in the present era. Accordingly, the final result of this study in terms of soft power ranking of Southwest Asia, Central Asia and the Caucasus using the Fuzzy Topsis technique: Turkey, Saudi Arabia, Occupied Palestine, Kazakhstan, Iran, Oman, Qatar, Georgia, Azerbaijan and UAE, Kuwait. Bahrain, Turkmenistan, Tajikistan, Kyrgyzstan, Pakistan, Uzbekistan, Armenia, Lebanon, Jordan, Syria, Iraq, and finally Afghanistan and Yemen.
Mr. Mohammad Baqer Qalybaf et al. Conducted a study entitled "soft power position in national power" with emphasis on the Islamic Republic of Iran in 2011. In their view, Iran can one day use its soft power and

strengthen its national power to present its strategy, strategy and values in a way which took full advantage of the two dimensions of national and transnational power components of its power production. In this research, the most important sources of power in Iran, including the land and name of Iran, mineral resources, cultural attractions, ideological religion, active and effective diplomacy have been mentioned.

Abdullah Vosoughi et al. In a research entitled Soft Modeling of the Image of the Future Army based on a structural interpretive approach conducted in 2018. The purpose of this research is to model the soft image of the future army based on an interpretive structural approach, in order to create an insightful image, so that awareness and knowledge of it, in formulating programs, strategies of the organization and the possibility of using all national capacities more effectively Provide for effective defense in the future. According to the results of this study, the first level variables play the role of dependent variables, the second level variables play the role of link variables, and the third and fourth level variables play the role of independent and key variables. Along with this, the result of this research can be the basis for understanding and creating the best image for a competent army at any time and any appropriate place. Therefore, it is appropriate for this image to be reconstructed and reprocessed at any time.

Ms. Mahsa Mah pishanian in a study entitled "US soft power challenges" while expressing the concepts of soft power, expressed the position and important sources of US soft power and why US soft power has faced major challenges in recent years? In answer to this question, identity alteration and the decline of the legitimacy of American culture, along with economic problems, are the most important reasons for the decline of American soft power and in this research and the most important sources of soft power in America are as follows: a. Economic strategies b. Training transnational athletes c. Development of science and technology d. Universities and educational institutions, e. Economic power, f. Influence on the world political system, i. Maintaining scientific and technological leadership, j. General diplomacy.

Ahmad Reza Tavousi in his research on the impact of religious propaganda in the 8 years of holy defense, explains how propaganda slogans with religious content in the form of posters, placards, posters during the imposed war was one of the propaganda methods that was based on belief and religion. Part of the research deals with the issue of Imam Khomeini's propaganda role on the fronts, the messages and speeches of Imam Khomeini (RA) that have drawn the main lines of the war have been pointed out. Identifying the motivational strategies of the people's forces is a valuable treasure that has been carefully identified and researched in this research.

Author Seyed Hossein Sharafuddin in his research stated that mass media, especially television, have a very important and sometimes unique role in creating a culture, representing the existing culture, preserving values and patterns, orienting social institutions and shaping the personality system of individuals. It seems that the two general and central titles of enjoining the good and forbidding the evil in religious culture are considered to be the most comprehensive and expressive aspects for introducing the role and cultural mission of mass media in an Islamic society.Mass media is expected to be the most prominent cultural institution in an Islamic society, which is both directly and indirectly the cause and executor of these two hypotheses in the field of media activities and in encouraging other institutions and organizations. And the general masses as well as the bedrock and strengthening of motivations in their implemented path to play the most role.

Saleh Dashti / Mohammad Asadifard / Jalal in a study entitled Identifying effective management factors on combat power (case study of border guards of West Azerbaijan) in 2018 and presented a model based on their findings. According to the results of this study, the components of morale, motivation, training, management, culture, legal factors and judicial factors are effective on the combat power of a military organization.

Ashtiani, 2011 in a research entitled Explaining the theoretical components of non-physical factors affecting combat power, explained the non-physical components affecting combat power of military forces considers the training, training and skills needs of manpower in the military environment as the main factors have given.

Mostafavi et al. (2013) in a research entitled Strategies for Utilizing People's Forces in Meeting the Human Needs of Defense; considers changing the restructuring structure of the people's forces by creating a unified management, linking the individual units of the people with the defense sector to learn training, maintaining combat readiness, and using the capacities of the executive and academic centers of the country.

Rashidzadeh et al. In 2011 in a research entitled Strategic Model for Strengthening and Developing Security Defense Authority; It has considered changing the structure of supplying the people's forces by creating a unified management, connecting the individual units of the people with the defense sector to learn training, maintaining combat readiness, and using the capacities of the country's executive and academic centers.

Shokouhi et al. 2012 in a research entitled Development of AJA combat power promotion strategy based on superior factors, with an approach of unequal threats; Considering AJA in terms of the superior factors of combat capability in an offensive situation, it is believed that the superior factors will both fill the gap of shortage of people and by relying on God Almighty, will be a factor of superiority over the enemy; It is emphasized that the findings of this study are consistent with the experiences of 8 years of sacred defense.

Khodsyani and Khan Ahmadi 2013 in a research examining the role of morale in the holy defense and future war, which on the one hand affected by the complexity of the battlefield in taking advantage of different

political, military, economic, social and cultural opportunities and capacities in the success of the battle and on the other hand affected by the complexity of conditions, frequency of variables, diversity of threats, trans-regional challenges Are commanders. Considering the role of morale in the battle from the perspective of religious teachings and the proof of hypotheses by the statistical community, researchers believe that with the institutionalization of morale in the organization, the five capacities to deal with hard, semi-hard, soft, internal and external threats It will be formed for the political system of Islam.

Farhadi and Sadeghi 2016 in a research entitled The requirements of human resource development of military organizations in the horizon of 1410 and its impact on defense development. Based on the research results, human resource development requirements were determined in four dimensions: individual, organizational, managerial and environmental requirements, there had a positive and significant correlation between human resource development requirements and defense development.

Taheri 2016 in a research of the coordinates of the threat pattern of future battle scenes in 1404 are presented using the data theory method of the foundation. The six themes of this study include psychological factors to threats, social and cultural factors to threats, economic factors to threats, military factors to threats, causal conditions, the US regime as the biggest threat to the region Arrogant regimes as the world's biggest threat, terrorism A government centered on the Zionist regime and Saudi Arabia, the bedrock; in this research, interaction and action strategies were developed, which ultimately led to consequences. Accordingly, the model of qualitative research threats based on the foundation data method and paradigm model is presented.

Wood in a 2015 report entitled The US Military Power Index, he considered creating a benchmark for assessing US military status in terms of capability or modernity, operational capacity, and readiness to successfully carry out assigned missions.

Skall 2001 in his research entitled The Future War; Based on the results of this research, gaining readiness in terms of physical condition, necessary training and mental readiness of military commanders, familiarity with the basic nature of war, maneuvering throughout the enemy's area of operation, having a spirit of perseverance and courage, patience and willingness to sacrifice, capability Flexibility and the ability to take the initiative from the enemy is essential to success in the coming war.

Kenneth Mackenzie 2006 in a study entitled US Army: Preparing for Tomorrow; Studying the joint vision of the US military on the horizon of 2020, this study considers that most of that vision is focused on all-round authority and superiority. This is achieved through the simultaneous use of superior maneuvers, precise combat, centralized support and comprehensive protection. The White House 2012 report on maintaining US defense superiority in the 21st century; The emphasis is on the US need for strong, agile and capable troops, its operation is in line with other elements of American national power.

The House of Commons Defense Committee 2014 in a report entitled The Future Army 2020 criticizes the future structure of the British Army, in the context of the strategic requirements for changing the British Army in line with "generational change in perspective, structure, organization and capability, to ensure the ability to meet challenges 2020 and beyond. Considers challenges in terms of goals, cooperation with partner countries abroad, changing the nature of the reserve forces, the almost entirely British army, and ensuring that cost and efficiency will remain a stimulus in the design and optimization of the force.

Smith 2013 studies trends in a study entitled Tomorrow's Air Force (Looking to the Past, Shaping the Future) it has been concluded that in the future, instead of focusing on a specific weapon system or subgroup, it will focus on the "weapon combination" perspective, the content of which determines how several different subgroups combine. All of which are coordinated as the main components in this organizational structure, three lasting principles play a role: military power, speed, accessibility and economic risk.

Research method

The present study is qualitative in terms of approach. In terms of purpose, it is an exploratory research. In this research using contextual theorizing is summarized and analyzed data. Contextual theorizing is the basis of a research approach that helps to formulate new theories based on real data and through scientific methods. The present study includes a research project with the following steps:

- Library studies to review the existing literature in the subject area of this research
- Conducting interviews with experts (type of interview in the form of exploratory interview)
- Analytical review of information collected during the interview phase:

At this stage, after interviewing the experts and implementing the content expressed in the interviews, open coding has been done, by studying the implemented text of the interviews several times, the concepts related to the research topic have been researched. Then, in the axial coding stage, these concepts are classified according to the model proposed in the field-based theory with a focus on the quality of financial reporting in the public sector and in the selective coding stage, the categories are presented as a model in the form of causal conditions, intervening conditions, contextual conditions, strategies and consequences. Each of the steps is briefly described below:

✓ Open coding: This stage of coding is an analytical process during which the concepts considered in the research and the characteristics and dimensions related to those concepts are extracted and classified from the available data. In this research, the text obtained from the implementation of the files recorded in the interviews is completely re-studied and key concepts related to the research topic are extracted and marked. To extract these concepts, it is necessary that the text be read several times by the researcher so that a list of concepts and categories extracted from the text can be prepared (Khodabandehlo et al., 2017).

✓ Axial coding: In this stage, the main axis of the research is identified and the extracted categories in the open coding stage are linked to the central category of the research in a systematic and structured way. In this coding, the relationships between the categories resulting from the initial coding are opened and placed within a specific structure. The relationship of other categories with the central category is done in the form of causal conditions, intervening conditions, contextual conditions, strategies and consequences.

✓ Selective coding (selective): In this stage, with selective coding, in the continuation of the previous steps (open coding and axial coding), the extracted categories are integrated and refined based on the frequency of emphasis of experts and based on the connections that are made between the categories in the axial coding step, the concepts emphasized and the consensus of the interviewees are presented in the form of a model. In this stage, in order to select the main categories, the frequency of interview opinions is used and the average and mediocre opinions are examined. The theoretical saturation point that occurs in the last stage of data foundation theorizing coding, ie selective coding, is explain the data theorizing of the foundation.

Statistical population and sample

The statistical population of the research includes commanders and personnel of the army of the Islamic Republic of Iran, who have the following characteristics: 1- Military 2- Experience and service record of twenty years and above 3- Master's degree and above 4- Job position 17 and above) and has formed elites and experts in the field of media and politics who are considered experts in the field of research that by using snowball sampling method or chains the individuals in the research sample. Theoretical sampling is a type of purposeful sampling that helps the researcher in creating or discovering a pattern or concepts whose theoretical connection with the evolving pattern has been proven. Then, through document analysis, by studying and reviewing the existing theories in the field of soft power media, its components and indicators were collected and identified.In the present research, 27 interviews were conducted, but from the 22nd interview, no new concept of data was obtained and was obtained theoretical saturation of the data Of course, five more interviews were conducted to ensure theoretical saturation and since no new concepts and categories of interview data were obtained was achieved theoretical saturation. The average duration of each interview was 1 hour and 30 minutes. The demographic information of the experts of this research is given in Table 1.

Table (1): Demographic Information of Research (Source: Researcher's Findings)

Conditions of the participants		No.		Frequency	Percentage of Frequency
		Female	Male		
30-40 years	age	2	6	8	30%
40 - 50 years		1	12	13	48%
50 - 60 years		-	5	5	19%
More than 60 years		-	1	1	3%
Total		3	24	27	10%
MSc	Education level	-	6	6	22%
P.H.D		3	18	21	78%
Total		3	24	27	100%
5 - 10 years	work experience	1	1	2	8%
10 - 15 years		1	5	6	22%
15 - 20 years		1	4	5	19%
20 - 25 years		-	7	7	26%
25 - 30 years		-	6	6	22%
More than 30 years		-	1	1	3%
Total		3	24	27	100%

Data analysis

In order to analyze the research data has been used content analysis as an appropriate analytical technique in qualitative research. From content analysis can be used well to compile and analyze a network of content. Network analysis are network representations the summarize of data-related content (Atridestirling, 2001).

Validity and reliability of the questionnaire

The validity of qualitative data is achieved through the precise definition of the statistical population, the selection of the correct research sample and the design of interview questions based on previous research. In conducting interviews, in order to achieve the validity of the interpretations, using feedback loops and expressing examples related to the questions, an attempt is made to have the interview flow in the desired direction.

RESEARCH FINDINGS

In this research, data is summarized and analyzed using grounded theory. As mentioned, experts were interviewed to find answers to research questions. Then data are counted and for each point, a "code" was considered and then by comparing the codes, several codes that refer to a common aspect of the phenomenon under study are considered as a "concept" and from the classification of similar concepts, categories are formed by reviewing and analyzing the above quote, concepts and categories have been identified finally, according to the categories, the final model is as follows:
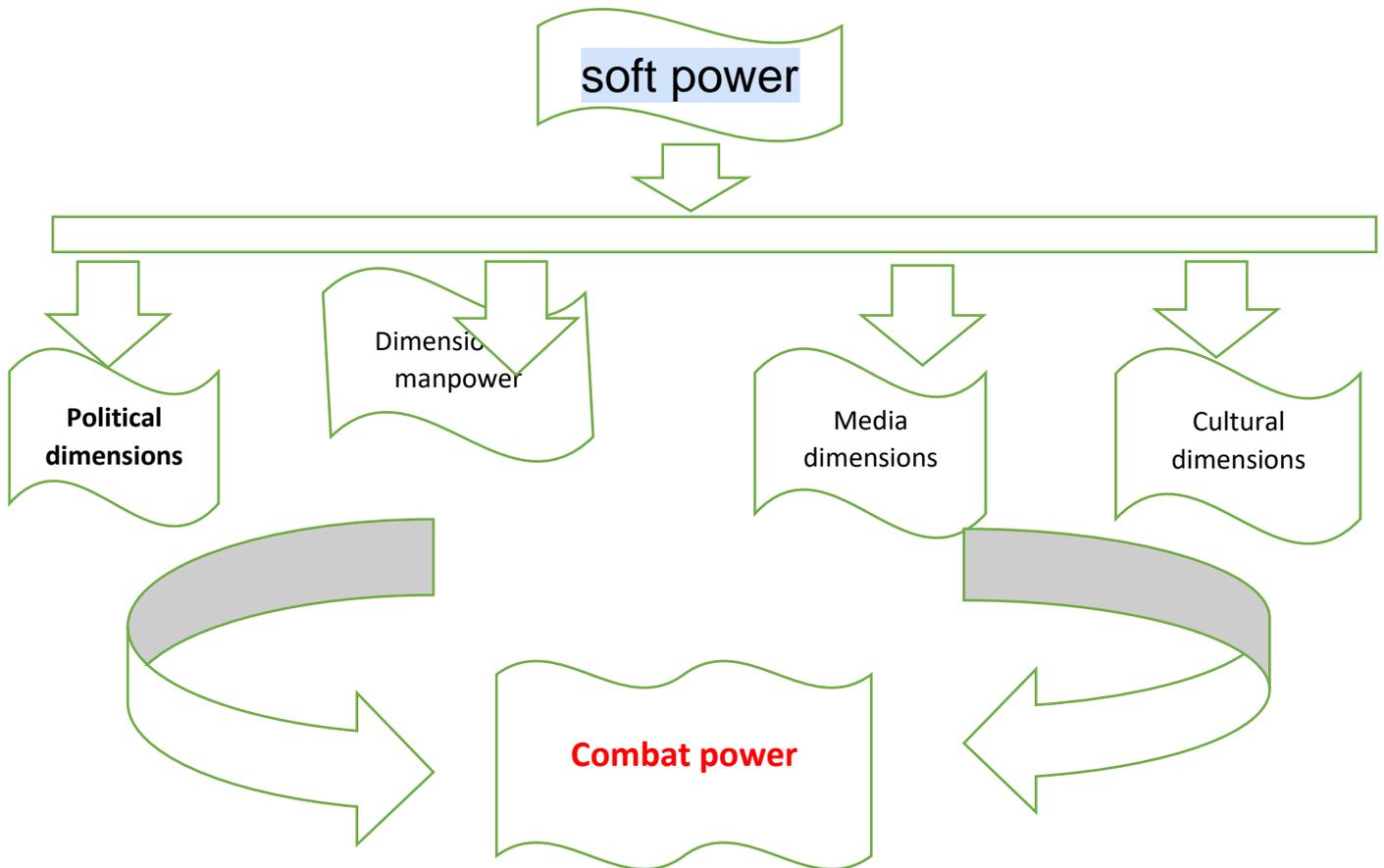

Figure 1: Model designed for soft power media to enhance the army combat power of the Islamic Republic of Iran (source: researcher's findings)

According to Table 2, ranking the factors based on frequency, the soft power media model in promoting the combat power army of the Islamic Republic of Iran, based on 27 interviews, which were interviewed and approved by the interviewees. Separately ranked for political and national, media, cultural, manpower dimensions from 1 to 4.

Table (2): Frequency analysis of variables used in the designed model and ranking of factors based on frequency (Source: Researcher's Findings)

Categories	concepts	Frequency	Percentage of Frequency	Rank based on frequency
Political and national dimensions	Government and system policies	23	85.2%	4
	Budget allocated to the army	27	100%	1
	Changing the rules of the armed forces	26	96.3%	2
	Parallel armed forces inside the country	25	92.5%	3
	Armed Forces of other countries	21	77.8%	5
Media dimensions	national media	27	100%	1
	New media	26	96.3%	2
	Foreign media	22	81.5%	4
	Hardware and software facilities	24	88.9%	3
Cultural dimensions	Authoritarianism	24	88.9%	2
	Basij thinking	20	74%	3
	God-centered	27	100%	1
	Creativity	20	74%	7
Dimensions of manpower	Participate in organizational decision making	22	81.5%	5
	Elites and professors Intra-organizational	24	88.9%	3
	Elites and professors of external	26	96.3%	2
	Education	21	77.8%	6
	Question and answer sessions	16	59.3%	8
	Improve organizational communication	23	85.2%	4
	Improving staff livelihoods	27	100%	1

CONCLUSION

Power is the ability of an actor to use resources and facilities to influence international events in your favor. In order to maintain their existence and security, as well as to counter foreign threats, countries must adopt policies and programs to increase their national capabilities and power. The new conditions of the international system have caused new components to play a role in the formal structures of the international community, and countries have to use new tools to secure their national interests the most important of which can be considered the use of soft power.

Examining the effectiveness of each of the indicators on the promotion of combat power army of the Islamic Republic of Iran, it was found that the effective indicators in order and their role in promoting the combat power army of the Islamic Republic of Iran are: In the political and national dimension (1: budget allocated to the army 2: change of the rules of the armed forces 3: parallel armed forces in the country 4: government and system policies 5: armed forces of foreign countries), in the media dimension (1: national media, 2: new media 3: hardware and software facilities 4: foreign media), in the human resources dimension (1: improving staff livelihood 2: elites and faculty outside the organization 3: elites and faculty inside the organization 4: improving organizational communication 5: participation in organizational decision-making, 6: training 7: creativity 8: question and answer sessions).

In today's world, due to the importance of media and their role, especially the expansion of virtual media and related infrastructure in all parts of the world and the benefit and role of the general public, the scope of media influence has been significantly developed and is progressing ascending. Therefore, it can be said that the army of the Islamic Republic of Iran, by benefiting from this space and platform (today's media platform) can cause hope, encouragement of the people and interest of the youth and the next generation towards the army and the top talents of the army structure and structure on the one hand, it will facilitate communication with the community and constructive and effective cooperation. On the other hand, in the external dimension, it causes deterrence, security, peace and stability, and reduces investment risk, economic prosperity, and psychological peace of one's own society. Currently, the military uses more or less mass media and this is progressing with a

gentle slope. But in spite of this, in my opinion, this has not happened as it should and maybe, and the army's use of media and technologies has not yet reached the desired level.

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