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Designing a Branding Model for a TV Talk Show with an Emphasis on Ethical & Social Factors

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Abstract

Background: T Today, the influence of the media on the moral relations of individuals at the interpersonal and social level is an important part of the field of social sciences. The structure of TV talk shows is one of the most influential programs in the lifestyle and behavior of the audience. Therefore, the present study was formed to design a branding model for a television talk show emphasizing ethical and social factors.

Material and Methods: This is qualitative research in terms of applied research and exploratory research that uses the Grand Theory method. The community included media professionals, TV producers, and programmers, from whom 30 people were selected as a sample by snowball and achieving theoretical saturation. It was an in-depth interview tool. And data were analyzed using the selective open-axis coding method.

Results: The findings showed that 51 open codes in 14 central dimensions affect the branding of television talk shows.

Conclusions: Based on the model obtained from the present study, to brand a television program, it is essential to observe ethical components as a central category. This central category is influenced by causal conditions such as the identity of the program and the professional ethics of managers, and with strategies such as incentive and punitive policies, the development of ethical policies and continuous improvement can be approached to the ultimate goal of branding. However, it should be noted that in this way, political, cultural, social, and economic factors intervene, and contextual issues such as center management, conflict of interest, and communication channels should also be considered.

Keywords: Ethics, Social Relationships, Branding, TV Talk Shows

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INTRODUCTION

Today, as a visual medium, television pursues its unique structure and features, a structure that makes it receive special attention and attractiveness and is considered the most pervasive medium of the technological age. Also, in today's societies, television is a factor in shaping the personality of individuals. As the most robust and influential media available, it has had and continues to have enormous and comprehensive effects on today's human beings' individual and social consciousness. The amount of watching TV and choosing different programs is mainly a personal habit and issue influenced by attraction, competitions, activities, and occupations [1].

In the field of social sciences, television networks are always looking to produce and broadcast attractive programs for their audiences to have a greater impact on the audience by attracting more audiences. If a program does not have attractive components, it will not be able to be seen and will not have the same impact and evaluation. Those in power and material and spiritual capital use the media, especially television, to their advantage. The more popular programs we have, the more the desire of those in power and wealth to participate and participate in the production and distribution of those programs. These programs are produced in different structures such as dialogue, speech, documentary, drama, composition, etc. If they have attractive components for the audience, they become television brand programs [2].

The connection between TV talk shows and branding is reciprocal. Each of the TV talk shows and its media broadcasts has interdependencies and interactions on

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the branding of the characters and the issues raised in that show. TV brand programs are popular with most people (different human societies). By seeing the signs and symbols (brand) or hearing the name of a brand program, the visual audience of that program will be imprinted in their minds. Identifying the factors affecting the branding pattern of TV talk shows is one of the main concerns in this area. Introducing the internal branding model and supplementary study to achieve the branding components of TV talk shows is one of the ways to develop internal branding knowledge. Providing an internal branding model allows researchers to examine the various dimensions of their executive, production, and planning work before the activity [3]. Branding is a unique distinction that is very important for organizations' audiences, customers, employees, and managers. So it can be said that branding is a tool to gain superiority among competitors. In this definition, branding is more than creating a specific name or logo and beautiful for a product or service. Branding is how audiences and customers understand and experience the services and products of a company or organization [4].

In the definition of TV talk shows, it can be said that there are radio and TV shows in which a presenter plays the main role, and the program is based on inviting a guest or guests in the studio and presenting some questions or comments that the discussion is supposed to revolve around them. This conversation can also be judged through a survey of audiences and experts, or the audience can comment on the issues raised directly or ask questions of the guests through communication with the program [5]. One of the components of the importance of dialogue in television programs is the focus of attention on social ethics. Ethics is the science of how to live and be happy [6]. Ethics is one of the most important social issues and has been emphasized in many religions, so it is the most important goal of the divine prophets [7]. Because without morality, religion has no meaning for people, and their world is not organized. A human being deserves the name of a human being when he has human morality. Otherwise, he is a dangerous animal that destroys everything and sets it on fire using his rich human intelligence. The success of a television program in attracting an audience will depend on how it communicates and interacts ethically with the internal and external environment of the media. The professional ethics of the employees of a television program and the ethical content of the program originate from these communication interactions, and it is necessary to know the exact audience and the ways of their effectiveness.

To succeed against its competitors, some of which are busy attracting the audience's attention with heavy budgets, the Radio and Television Organization urgently needs to brand TV programs for its networks and pay attention to the moral and social components. Because even though some TV channels have had a positive and desirable performance in programming, they sometimes lag in the face of competition from satellite networks. The reason for this should be sought in the branding of these networks and the extent of their knowledge and awareness of the audience and their ethical behavior. Accurate and scientific branding in the network of TV channels will create a competitive advantage for them. The lack of a coherent branding for the network of TV channels causes a large part of the audience of these networks to fall, and they are not exposed to receive the least impact. The branding of TV talk shows is aimed at attracting the attention of customers and audiences and increasing their loyalty. Therefore, the type of perception and perception of the customer (audience) towards the brand, which is called the brand image, is essential and decisive [8].

Despite the large organization of the Radio and Television, having a large budget and a lot of staff, it has not been able to compete with other media, especially foreign media, in developing the branding of TV talk shows. This inability to be competitive requires the study, analysis, exploration, and recognition of the factors affecting the branding pattern of television talk shows [9]. Therefore, this study has been conducted to identify the factors affecting the formation of components of the branding pattern of television talk shows. This way, it has placed the most significant emphasis on social and moral factors.

MATERIAL AND METHODS

In terms of the purpose of research, this research in the social sciences is applied and exploratory. In terms of method, it is qualitative and of Grand Theory type. Grand Theory is a theory that is directly derived from data that is regularly collected and analyzed during research. In this way, the researcher does not start the research work with the theory he already has in mind but begins the work in reality and allows the theory to emerge from the data he collects.

The study population included media professionals, television producers, and programmers, from whom 30 people were selected as a sample by the snowball method. The sample selection process continued until the theoretical saturation was reached. The in-depth interview tool was open-ended. And data were analyzed using the selective open-axis coding method.

Table 1. Axial Coding of Branding of TV Talk Shows

Categories /Axial code		Open code
Axial		
	Ethics in TV shows	Executor behavior Guest behavior Ethical content Ethical message of the program
Casual		
	Application identity	Mass communication The dimension of Iranianism The importance of national rituals and nationalism The importance of ethnic culture The importance of religion Traditional values
	Professional ethics of managers	Proper interaction with employees Licensing based on ethical standards Mastery of management work Planning based on the target audience
Strategies		
	Incentive and punitive policies	Offer an award in the app Reward ethics-oriented employees Enforcement of punitive policies in case of violation of ethics
	Code of ethics	Develop an ethical code of conduct for employees Develop an ethical code for managers Develop an ethical code of conduct for program guests
	Continuous improvement	Get advice from advertising companies Modeling successful programs at home and abroad Fix design and implementation shortcomings Decoration modification Correction and review of employees
Background conditions		
	Management and planning	Predicting the festival on national occasions Launch the program on special occasions
	Conflict of interest	Avoid differences between different groups Positive interaction between viewers, performers, and guests
	Communication channels	Effective advertising Activity in social networks Updating the website
Intervention conditions		
	Political factors	Attention to the political situation of the country Attention to the political situation in the region
	Cultural	Pay attention to the religious, ethnic, and linguistic differences of the audience Avoiding cultural prejudices Pay attention to cultural values
	Economical	Paying attention to the economic conditions of the society and aligning the program with it Attention to all social classes
	Social	Customer-centric programmers Pay attention to the social context Use appropriate decor and scenery
Consequences		
	Branding a TV show	App popularity being special App validity To be distinct To be more visible Trying to be known Have a good future Have a long-term perspective The growing trend

RESULTS

Open coding: In the first step of data analysis, open coding, the data (interview texts) were read line by line, and open coding was extracted. Codes with a common concept were placed under one category, and thus several categories were formed. Based on the images obtained in this step, the basic categories were formed. Open coding and data categorization were done to identify the criteria and sub-criteria of media convergence in the way of presenting advertising messages with the approach of attracting the audience. In the next step, attempts were made to place similar and contemporaneous categories in the main categories, and finally, 51 open codes were identified.

Axial coding: In axial coding, we encountered an organized set of codes and basic concepts resulting from a detailed review of categories and interviews in the open coding phase. The focus of this step is more on code and concepts than data. In the axial coding stage, the extracted categories in the open coding section were placed under the axes of causal conditions, axial phenomenon, contextual conditions, strategy, and consequences (Table 1).

Axial category: In the present study, ethics in the television program, which includes concepts such as host behavior, guest behavior, moral content, and moral message of the program, has been selected as the central category, which will result in branding a TV talk show.

Causal conditions: By analyzing the interviews conducted, a set of causal factors was identified that affect a key factor: the ethics of the television program (central category). Analysis of the results shows that the prerequisites for this are program identity, network managers' professional ethics, and internal management.

Strategies: If the central category, which is the ethics of the television program, is not properly directed, it cannot lead to the program's branding by creating proper productivity; therefore, network administrators should motivate viewers by providing appropriate suggestions to make the program more ethical. These activities are the same strategies that are implemented to brand a television program. The strategies obtained in the present study are incentive and punishment policies, ethical development, and continuous improvement.

Background or context: Several environmental and internal factors cannot be implemented strategies without considering them. These factors are the same context-context. Center management and planning, conflict of interest, and communication channels fall into this category

Intermediary or intervening conditions: A set of environmental variables that may change over time can also affect strategies. Here political, economic, cultural, and social factors fall into this group.

Consequences: Some categories indicate the consequences of adopting strategies. In the present study, the branding of a television program results from the actions and interactions created and influenced by the central category and strategies.

Selective coding: In this step, general analysis and integration of the conditions created in the previous steps will be done. To turn analysis into theory, concepts must be related to each other regularly. Selective coding is the main stage of theorizing; this order systematically relates the central category to other categories and presents those relationships within the framework of a narrative, and modifies the categories that need further improvement and development.

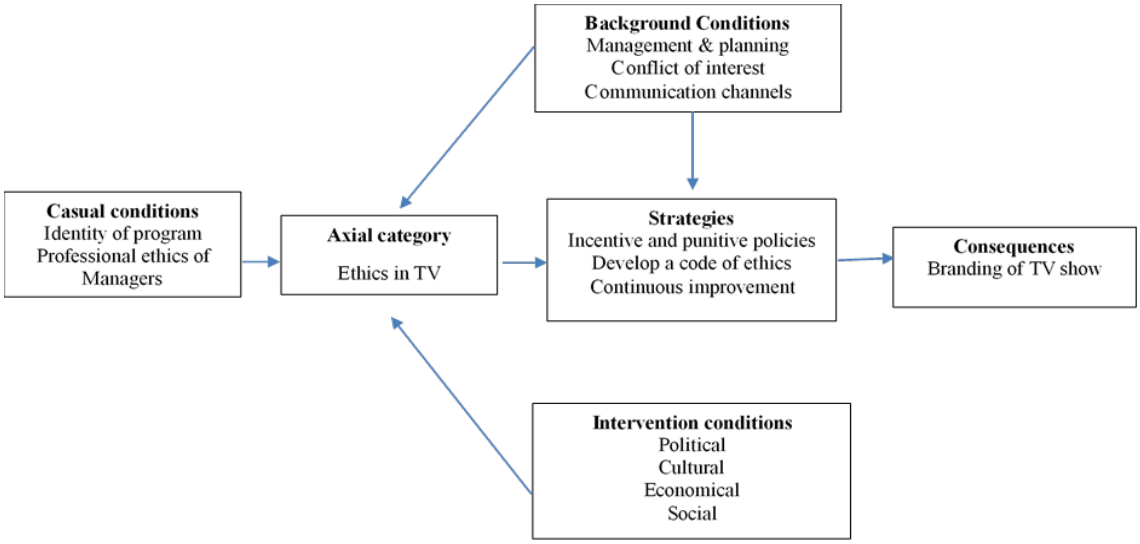

Figure 1. Selective Coding

DISCUSSION

The issue of branding in TV talk shows has received less attention in Iranian research. In general, branding issues, especially providing a local model for it in TV talk shows and identifying the factors influencing this model, is a new topic for private companies. , The media organizations and the Radio and Television Organization of the Islamic Republic of Iran did not pay enough attention to the country's macro-planning. Factors identified in the presentation of the branding model and pattern affect how TV talk shows are presented more effectively than before. For these reasons, this study tried to identify the factors influencing the presentation of the branding model of TV talk shows and categorize these factors and emphasize the ethical dimensions of the issue. Finally, by providing a new solution for the effectiveness of this model in attracting audiences. Regular TV talk shows offer a new solution that includes innovation and creativity.

The present study results showed that 51 open codes in 14 central dimensions affect the branding of a television talk show. Based on the obtained results, ethics in the TV program has been selected as a central category, which will result in the branding of the TV talk show. The analysis of the results also shows that the causal conditions include the program's identity, the professional ethics of network managers. , Conflict of interest, and communication channels were emphasized as underlying conditions. This study noted political, economic, cultural, and social factors as intervening variables. These results are consistent with studies that emphasize the importance of ethics in branding [10-15]. According to the research results, it is suggested that TV programmers work their way to becoming a reputable brand that enjoys people's trust by developing ethical ideals. Given the importance of social networks, social science researchers in future research will address branding in TV talk shows with a social media approach and basic ethical components in this area.

CONCLUSION

Television is an important element of the global communications industry, as the lifestyle of most people has been greatly overshadowed by the emergence of this super media, which consists of various networks and programs. This study aimed to identify the factors affecting the branding of talk shows based on ethics in Iran. According to the model obtained from the present study, to brand a television program, it is very important to observe ethical components as a central category. This central category is influenced by causal conditions such as the identity of the program and the professional ethics of managers, and with strategies such as incentive and punitive policies, the development of ethical policies and continuous improvement can be approached to the ultimate goal of branding. However, it should be noted that political, cultural, social, and economic factors intervene, and contextual issues such as center management, conflict of interest, and communication channels should also be considered.

ETHICAL CONSIDERATION

The writers have fully considered ethical issues (such as plagiarism, conscious satisfaction, misleading, making and or forging data, publishing or sending to two places, redundancy, etc.).

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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