

## **Abstract:**

The current research titled is done by the use of content analysis method. Statistical population of this research is the whole broadcasted news in the first six months of ۱۳۹۳ (from Farvardin to the end of Shahrivar) and the sampling approach is whole counting. Some of the most important findings of this research are lack of variety in the forms of news and the fact that folks' news has a share of less than three percent in these broadcasters and it is not among the first priorities of news. The examined parts of news in this period are mainly about "inclusion, fame, freshness" and "near ness and clash". All these three parts of news try to reflect the common factors of national identity and unity-creating aspects of news. Additionally the results show that in these broadcasters instead of names of different folks Iran has been used as an umbrella term. The results also indicate that "geographical features of folks" and "the people" are the two signs that these broadcasters use to show that they are covering folks' news. The main focus of ۲۰:۳۰ news of channel two is also on reflection of folks' news in a national, Iranian-Islamic mold of identity. In sum, this research shows that folks' news has no place in the headlines of the broadcasters and the quantity and manner of folks' news coverage in these three broadcasters (۲۱:۰۰ P.M Channel One, ۲۰:۳۰ P.M Channel Two and ۱۳:۰۰ P.M News Channel) during the mentioned period (from Farvardin to the end of Shahrivar) are based not on the features of Iranian folks but on an Iranian-Islamic and national mold.

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