



The Effect of Psychological Operation Techniques on Dissemination of the Energy News

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Abstract: *The main purpose of this study is to investigate the views of the energy sector journalists of news agencies about the amount and effect of using psychological operation techniques in the dissemination of the news of oil and its products. The present research methodology is applied in terms of paper, quantitative in terms of data and has a descriptive-survey nature. The studied population includes the energy sector journalists of some news agencies and students working in the communication field in Tehran. The sampling method is the convenient sampling method. Therefore, some energy area news agencies and some students working in news agency of Islamic Azad University of Tehran central branch, 148 individuals were selected by using Cochran formula. Data collection tool is a researcher-made questionnaire including 36 questions which the answer to each question is classified based on a 5-point Likert scale. The research data have been analyzed using SPSS software and in two descriptive and inferential levels. In the inferential level, one-sample *t* and the Chi-square tests have been used. Based on the findings of the present research, in the dissemination of the oil energy news, censure, exaggeration and telling a part of the truth techniques are used. But, misleading, gossip, and testing techniques are not used in the dissemination of the oil energy news and all the truth of this area are not published. According to the energy sector journalists, using psychological operation techniques has an effect on the audiences.*

Keywords: *Media, Energy News Agencies, Psychological Operation Techniques.*

INTRODUCTION

Media has created important changes in policy, education, marketing, news, mass culture, and social and family life. Today, watching TV is an undeniable part of the individuals' life and has been accepted as a source of believable news, important information and instructions, precise social advice, enjoyable hobby, and comfortable accompaniment. Therefore, most people cannot even imagine how life can be without TV (Zanjani and Gharahi, 2011:42).

Based on the conducted researches, today, TV is one of the most important sources that people use to gain news and information which different researches also show this. Audiences consider TV as the most important source to gain their information and so, they think that the mentioned information is more reliable and impartial than presented information in dissemination (Mirfakhraee, 2009:73).

On the other hand, the psychological operation is a popular word in the political literature of the society, extensively and on the other hand, this word (media war) is of concept that has attracted many attentions, accordingly. One of the most important tools that are used in this operation is the media. Today, media war is

not limited to the war situation so, it can equal to psychological operation. Hence, tools of this operation are not elements of the army, military marshals or scattered letters from the enemy airplane on the cities or even the five column. Today, the mass media include radio, TV, internet, satellite and dissemination and they have operational usage and at last, are stage managers of these media wars. So, paying attention to the importance of media and managing it are considered as necessary and vital in the world and undoubtedly, in the advanced countries the most intelligent, informed, and powerful individuals are working in different levels of media (Farhangi and Kermani, 2008:17).

Oil is considered as the most precious strategic goods and the price oscillations, distribution and sources security and controlling its markets are derived from political, security and mysterious designs, capitals' war, the competition of multinational companies factors and even natural factors and also, scientific transformations and new technologies in the world. In the current history, oil has been the main factor of the struggle of political regimes and governmental system and the beginning of several wars and coup d'états. The effective power of oil in the process of global relations has not decreased despite the change of the world face and nature of international relations. Now, the question is that to what extent in the energy area which is one of the important areas, psychological operation techniques are used and what effects these techniques have on the dissemination of the energy news?

Theoretical foundations of the research

Media and public opinions

According to Coley, public opinions are not the result of the majority of individual judgments. But, the crystalized judgment of all the individuals is independent and separate from their dependence on the majority or minority. In another word, the simple sum of all the individuals is not separate from each other but, an organization is the result of cooperation based on corresponding communication and interaction. Public opinion system is a term that was coined by Mciver. According to Mciver, it is necessary to identify three dimensions in public opinion. First, the similarity of views i.e. the information achieved in the new polls. Second, communication structure that refers to the subjects of public opinion sociology types. Third, harmony field that is the point that researchers had discrepancy about in the past (Lazar, 1999:73).

One of the important duties of the media is to publish the progress of social events. Basically, media are born with the dissemination of news. Now, TV channels are faced with a new form of informing and severely try to present latest news and information of the world to their audiences so that it can be said that they have considered informing as a field to compete and develop their activities (Nemati Anaraki, 2009:183).

With the help of new media technologies, the distance between the events happening and its dissemination has decreased, so that may be there is no distance anymore. Free progress of news is faced with the least obstacle. There is no censure like the past and sovereignty of governments on media has decreased. Internet as a new media is not controllable (Sassen, 2000:21).

New technologies have provided a new atmosphere to produce messages including news and its quick transmission to the mass audiences. The prominent sample to transmit news to the audiences quickly can be seen in the function of American TV channels in the Persian Gulf War. The Persian Gulf War represented the victory of an image on reality and logic. New media technologies have provided the possibility that the word and image to be communicated in the appropriate time to a hundred million people in the world (Mowlana, 1992:38).

The importance of news and informing

Soltanifar and Hashemi (2003) consider news covering as a set of activities that are performed on the news to show the value of the news and their position higher or lower than their real situation and the value of that news along with other contents becomes more or zero. Ardestani considers news covering as the derivation of the representation of events through communicational tools (Nasrollahi, 2007:24).

Based on the theory of “the frame”, media in its informing role is not the reflexive mirror of the events and realities of the social and political world but also, they are creators of the social and political realities and substantiate the individuals’ concept of their around the world. In preparation of the news, in addition to data selection, they are related and make sense based on the mellow formula and frames. So, this is not the event that determines the frame but this is the frame that selects data and forms their relations. Media usually observes the events with a prefabricated image and a preprocessed story and selects data and investigate social events with a formed attitude. Collecting, selecting, and dissemination process of the news is not an identical and impartial process but it is mixed with social, political, and cultural values and norms. Roger Fouler states in this relation: “news has a social structure, events reported are not actually a reflex of the event’s importance but also they are representative of a series complex and artificial factors for selection of the news. Therefore, this selected news is processed and codified to have the most effect on the audiences (Mahdizade, 2005:20).

News and psychological operations

Psychological operation technique is a set of actions of a country to penetrate and affect the beliefs and behavior of the governments and nations to achieve appropriate results (Babae, 2009:52). From the past to the present, there have been several names such as cold war, thoughts war, war to control people’s thought, thought war, ideological war, nerve war, political war, international and informational activities, meta-informational activities, informational fight, advertising, international advertising, advertising war, verbal war, indirect enmity, instigation, international relations, etc., that have been used for war or psychological operation. Purposes, levels, informational orbit, audiences, techniques, tactics, psychological operation methods, psychological operation tools, etc., are considered for psychological operation (Nasr, 2001:18).

Psychological operation types

Methods, techniques, and tactics of psychological operation are called the practical plan of the executor (psychological operation experts and specialists) to reach their required purposes. There are several methods, tactics, and techniques in the psychological operation, but only the most applied techniques will be considered in this research.

Censure: censure is the intentional deletion of material from the progress of the information passage to form beliefs and actions of the others (Ziaeparvar, 2008:79).

Misleading: to give directional information or an inverted image of the events that by presenting a defective and varied image of the reality, can affect different groups of audiences in the psychological operation (Eliasi, 2003:19).

Testing: to assess the social situation and the thinking way of the society’s people about a special subject that is sensitive or receiving feedback of the rulers’ views or a special group or class of the society, some news are published and reaction to it is considered as the field for next news. In order to receive feedback of the views of a special group or even the society people, advertising agents try to assess their reaction by publishing a subject and design their future policies in relation to it (Latifian, 2004:22).

Exaggeration: it is one of the methods that try to prove a reality by exaggerating and aggrandizement of a subject. Advertisement specialists use this technique in special times and certain events (Soltanifar, 2003:27).

Gossip: gossip is posed where the field to access reliable news is not possible. Gossip is the verbal transmission of a message that is formed to excite the audiences’ beliefs and also affect their morale (Soltanifar, 2003, 56 and 136).

Telling part of the truth: sometimes news or speech is posed that is a regular and coherent set in terms of source and content of the message. If a part of the speech or news is not stated, the direction and result of the message will be deviated (Soltanifar, 2003:47).

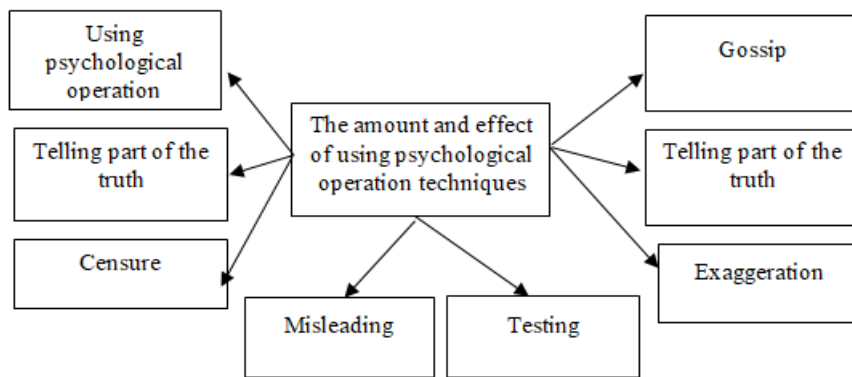


Figure 1: a conceptual model of the research

Research Method

The present research methodology is applied, quantitative and has a descriptive-survey nature. The under investigation population includes the energy sector journalists of some news agencies and students working in the communication field in Tehran. The sampling method is the accessible sampling method. So, among some energy news agencies and some students working in news agency of Islamic Azad University of Tehran central branch, 148 individuals were selected using Cochran formula. The research’ collecting data tool is a researcher-made questionnaire including 36 statements with a Cronbach’s alpha of 0.87 and the answer to each question is classified based on a 5-degree Likert scale. The research data have been analyzed using SPSS software and through the t single sample and chi-square single sample tests.

Findings

Question 1: Are all the truth of the energy area published according to the journalists' point of view?

Table 1: one sample T-test

Groups	Experimental mean	Theoretical mean	Mean differences	df	t-value	Significance level
Dissemination of all realities	9.33	12	-2.66	137	-3.60	0.030

The obtained value of experimental mean in the dissemination of all the truth equals to 9.33 which is 2.66 lower than theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. So, the obtained mean value has a significant difference with the theoretical difference and according to the journalists’ views of the energy area, all the truth of this area are not published.

Table 2: one sample chi-square test

Dissemination of all the truth	Very few	few	average	many	Too many
Observed frequency	7	9	49	41	32
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2:21.11$ $df:4$ $sig: 0.02$					

The obtained chi-square value in dissemination of all the truth equals to 21.11 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies are different from the required frequencies and according to the journalists’ views of the energy area, all the truth of this area are not published.

Question 2: Are psychological operation tactics used to publish news of the energy area according to the journalist’s point of view?

Table 3: one sample T-test

groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
Psychological operation tactics	15.32	12	3.32	137	3.80	0.001

The obtained value of experimental mean in the psychological operation tactics equals to 15.32 which is 3.32 values higher than the theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. So, the obtained mean value has a significant difference with the theoretical difference and according to the correspondents' views of energy area, psychological operation tactics are used to publish news of the oil energy.

Table 4: one sample chi-square test

Psychological operation tactics	Very few	few	average	many	Too many
Observed frequency	4	12	39	47	36
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2:23.38$ df:4 sig: 0.003					

The obtained chi-square value in psychological operation tactics equals to 21.11 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies are different from the required frequencies and according to the journalists' views of the energy area, psychological operation tactics are used in the dissemination of the news of this area.

Question 3: how censure technique is used to publish the energy news according to the journalists' point of view?

Table 5: one sample T-test

groups	Experimental mean	Theoretical mean	Mean difference	df	t-value	sig
Censure technique	15.5	12	3.55	137	3.77	0.040

The obtained value of experimental mean in the censure technique equals to 15.55 which is 3.55 higher than theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. So, the obtained mean value has a significant difference with the theoretical difference and according to the journalists' views of the energy area, censure techniques are used to publish news of the oil energy area.

Table 6: one sample chi-square test

censure	Very few	few	average	many	Too many
Observed frequency	8	7	55	38	30
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2:19.17$ df:4 sig:0.03					

The obtained chi-square value in censure equals to 19.17 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies are different from the required frequencies and according to the journalists' views of the energy area, censure techniques are used in the dissemination of the news of this area.

Question 4: how is the position of using misleading on the dissemination of the news of the energy area according to the journalists' point of view?

Table 7: one sample T-test

groups	Experimental mean	Theoretical mean	Mean differences	df	t value	sig
Misleading technique	11.12	12	-0.87	137	-0.53	0.231

The obtained value of experimental mean in the misleading technique equals to 11.12 which is -0.87 lower than theoretical mean and this obtained value is not significant in the $P \leq 0.05$ level. So, the obtained mean value does not have a significant difference with the theoretical difference and according to the journalists' views of the energy area, misleading techniques are not used to publish news of the oil energy area.

Table 8: one sample Chi-square test

misleading	Very few	few	Average	many	Too many
Observed frequency	37	44	32	19	6
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2:9.3$ $df:4$ $sig:0.309$					

The obtained chi-square value in misleading technique equals to 9.3 and this obtained value is not significant in the $P \leq 0.05$ level. So, the observed frequencies have no difference from the required frequencies and according to the journalists' views of the energy area, misleading techniques are not used in the dissemination of the news of this area.

Question 6: how is the position of using testing on the dissemination of the news of the energy area according to the journalists' point of view?

Table 9: one sample T-test

Groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
Testing technique	13.05	12	1.05	137	1.23	0.059

The obtained value of experimental mean in the testing technique equals to 13.05 which is 1.5 higher than theoretical mean and this obtained value is not significant in the $P \leq 0.05$ level. So, the obtained mean value has not a significant difference with the theoretical difference and according to the journalists' views of the energy area, testing techniques are not used to publish news of the oil energy area.

Table 10: one sample Chi-square test

Testing	Very few	few	average	many	Too many
Observed frequency	37	33	47	17	4
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2:7.2$ $df:4$ $sig:0.03$					

The obtained chi-square value in testing technique equals to 7.2 and this obtained value is not significant in the $P \leq 0.05$ level. So, the observed frequencies have no difference from the required frequencies and according to the journalists' views of the energy area, testing techniques are not used in the dissemination of the news of this area.

Question 6: how is the position of using exaggeration on the dissemination of the news of the energy area according to the journalists' point of view?

Table 11: one sample T-test

groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
Exaggeration technique	18.05	12	6.5	147	3.23	0.000

The obtained value of experimental mean in the exaggeration technique equals to 18.05 which is 6.5 higher than theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. So, the obtained mean value

has a significant difference with the theoretical difference and according to the journalists' views of the energy area, exaggeration techniques are used to publish news of the oil energy area.

Table 12: one sample Chi-square test

exaggeration	Very few	few	average	many	Too many
Observed frequency	2	8	56	43	29
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2: 24.32$ df: 4 sig: 0.000					

The obtained chi-square value in exaggeration technique equals to 24.32 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies have a difference from the required frequencies and according to the journalists' views of the energy area, exaggeration techniques are used in the dissemination of the news of this area.

Question 7: how is the position of using gossip on the dissemination of the news of the energy area according to the journalists' point of view?

Table 13: one sample T-test

Groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
Gossip technique	11.23	12	-0.76	147	-0.72	0.498

The obtained value of experimental mean in the gossip technique equals to 11.23 which is 0.76 lower than theoretical mean and this obtained value is not significant in the $P \leq 0.05$ level. So, the obtained mean value does not have a significant difference with the theoretical difference and according to the journalists' views of the energy area, gossip techniques are not used to publish news of the oil energy area.

Table 14: one sample Chi-square test

gossip	Very few	few	average	many	Too many
Observed frequencies	38	49	33	11	7
Require frequencies	27.6	27.6	27.6	27.6	27.6
$X^2: 7.18$ df: 4 sig: 0.419					

The obtained chi-square value in gossip technique equals to 7.18 and this obtained value is not significant in the $P \leq 0.05$ level. So, the observed frequencies have no difference from the required frequencies and according to the journalists' views of the energy area, gossip techniques are not used in the dissemination of the news of this area.

Question 8: how is the position of using the telling part of the truth technique on the dissemination of the news of the energy area according to the journalists' point of view?

Table 15: one sample T-test

Groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
Telling part of the truth technique	17.32	12	5.32	137	4.49	0.001

The obtained value of experimental mean in the telling part of the truth technique equals to 17.32 which is 5.32 higher than theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. Therefore, the obtained mean value has a significant difference with the theoretical difference and according to the

journalists' views of the energy area, telling the truth techniques are used to publish news of the oil energy area.

Table 16: one sample Chi-square test

Telling part of the truth	Very few	few	average	many	Too many
Observed frequency	6	13	42	58	19
Required frequency	27.6	27.6	27.6	27.6	27.6
$X^2: 21.98$ $df:4$ $sig:0.03$					

The obtained chi-square value in telling part of the truth technique equals to 21.98 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies have difference from the required frequencies and according to the journalists' views of the energy area, telling part of the truth techniques are used in dissemination of the news of this area.

Question 9: does the use of psychological operation techniques in the dissemination of the oil energy area and its products have an effect on the audiences, according to the journalists' point of view?

Table 17: one sample T-test

groups	Experimental mean	Theoretical mean	Mean differences	df	t	sig
The effect of using psychological operation techniques	18.29	12	6.29	137	5.22	0.000

The obtained value of experimental mean in the effect of using psychological operation technique equals to 18.29 which is 6.29 higher than theoretical mean and this obtained value is significant in the $P \leq 0.05$ level. Therefore, the obtained mean value has a significant difference with the theoretical difference and according to the journalists' views of the energy area, using psychological operation techniques are used to publish news of the oil energy area.

Table 18: one sample Chi-square test

The effect of using psychological operation	Very few	few	average	many	Too many
Observed frequencies	3	5	49	52	29
Required frequencies	27.6	27.6	27.6	27.6	27.6
$X^2: 23.33$ $df:4$ $sig: 0.03$					

The obtained chi-square value in effect of using psychological operation equals to 23.33 and this obtained value is significant in the $P \leq 0.05$ level. So, the observed frequencies have a difference from the required frequencies and according to the journalists' views of the energy area, the effect of using psychological operation is not used in the dissemination of the news of this area.

Discussion and Conclusion

The first question:

Based on the findings of the present research, according to the journalists' point of view, all the truth of this area are not published.

Nasrollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdare et.al (2013), Guy (2009), Shoemaker and Cohen (2006), and Douglas Perse also have done researches in the area of the news dissemination.

Undoubtedly, one of the most important duties of the news agencies is increasing the knowledge and dissemination of the truth to their audiences in different fields so that audiences can increase their information in every time of their use from that media. Media and specifically news agencies are an effective tool to present truth including those related to the oil energy to the audiences. In today's world, according to the importance of dissemination of news based on the reality and truth in all the grounds of the current world and especially the area of oil energy, attention to the principle based on telling the truth in different news agencies is considered as very important and necessary but what is observed in practice is minor attention to this important factor and based on the journalists' views of the energy area, the news related to the oil energy area is not published completely.

The second question:

Based on the findings of the present research, according to the energy area journalists' views, psychological operation techniques are used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

News agencies use different types of psychological operation techniques to affect opinions, beliefs, feelings, desires, will and behavior of the audiences to support purposes or reach the required purposes. So, psychological operation is the practical management of specialists and experts of psychological operation to publish the news of oil energy area so, by using these techniques, help them to reach the required purposes.

The third question:

Based on the findings of the present research, according to the energy area journalists' views, censure techniques are used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

In dissemination of the news of the oil energy, involved individuals intentionally delete materials from the progress of information passage to form beliefs and functions of others. Actually, according to the belief of the journalists of the related area in the dissemination of the energy news, the related authorities test and investigate the energy news and delete what seems inappropriate from the dissemination progress. So, in this form of censure, related managers and authorities use censure technique to publish the required news in the oil energy area by deleting certain words, terms or statements. Also, based on what mentioned earlier, sometimes related managers and authorities completely avoid publishing news in the oil energy area that can have the unenviable reflex.

The fourth question:

Based on the findings of the present research, according to the energy area of journalists' views, misleading techniques are used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination.

One of the most common methods of news coverage is the change of the message content with different methods through altering the news. There are three phenomena in the misleading issue that are: adjustment, embroidering, and attracting. News including the oil energy area news will become smaller than the past, more perceivable, and simpler to repeat in the transmission from one person to the other person. In the process of successive transmission, many details of the news will be gradually adjusted. In this process, many of the available details in the beginning of the transmission chains will be deleted extensively. Every time the perverted news is stated, the amount of details is decreased albeit gradually. In the situation that audiences does not have the necessary access to the reliable source of the message, this method has the most

application. But, what is achieved based on the results of the present research according to the energy area journalists, the misleading technique is not used in the dissemination of the oil energy news. So, it can be said that the adjustment, embroidering, and attracting is seen less in the energy area news and this technique is used less than what is expected in the dissemination of the mentioned news.

The fifth question:

Based on the findings of the present research, according to the energy area journalists' views, testing techniques are used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

News agencies in order to receive feedback on the views of a certain group or even the society individuals, try to assess their reaction by publishing a subject and design their future policies in relation to it. The testing tactic is also a periodic tactic that returns to certain individuals and considers a more limited society. But, feedback refers more to society and the public. Also, based on the findings of the present research, this technique is not basically used. In other words, basically, in the dissemination of the news of this area, no news is published so, it can become the base for the next news so that thinking way of the society people about the oil energy area or receiving feedback of the rulers' views or a certain group or class from the society classes and reaction to it can be evaluated and even if this technique is used, it is less than the expected amount.

The sixth question:

Based on the findings of the present research, according to the energy area journalists' views, exaggeration techniques are used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination.

Generally, advertising factors can publish exaggerated contents using this method. They try to show small contents too bigger than what exists and also, they can use big contents in a weak form and in a time and place that is not clear. News agencies in the oil energy area try to draw against their audiences' eyes small and insignificant contents too bigger than the reality and use big and important contents in a weak way and in a time and place that is not considered important from the audiences' point of view. So, news agencies try to aggrandize subjects related to oil energy area by exaggeration and attempt to prove reality of it.

The seventh question:

Based on the findings of the present research, according to the energy area journalists' views, gossip techniques are not used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

In normal situations, the news is broadcasted through reliable sources and radio and TV so, gossip will happen less but, when psychic pressure and disorientation happens, gossip will also increase. Although, in these situation, gossips do not have a strong support but due to avoidance of the formal sources of the information publishing and enough news and evidence (which is sometimes due to the lack of access and sometimes due to censure), they will be expanded among people quickly and through repetition and this repetition is to meet people's exciting needs. Gossips related to the oil energy area news expand when the events related to the oil energy area are of essential and direct importance in people's life or explicit news is not published about them or the news related to them have ambiguity. However, based on the research results, this technique has been used less by the energy area news agencies especially oil energy.

The eighth question:

Based on the findings of the present research, according to the energy area journalists' views, telling part of the truth techniques are not used in the dissemination of the oil energy area. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

Sometimes news is published in the area of oil energy news that part of that is said and the other part is not said so, direction and result of the message will be perverted. News of the oil energy area is complete when its news elements are posed totally. But, based on the views of the journalists of this area sometimes, one of the six news elements (that, where, when, what, why, how) in the area of oil energy news is not stated and the news is defectively published.

The ninth question:

Based on the findings of the present research, according to the energy area journalists' views, using psychological operation techniques have an effect on the audiences. Nasollahi and Soltanipoor (2011), Pooranvari (2013), Hasani Rostam Abadi (2013), Rajabi (2011), Taherian (2013), Deirdre et.al (2013), Guy (2009), Shoemaker and Cohen (2006), Douglas and Perse (2004) also have done researches in the field of the news dissemination .

Today society is not perceivable without considering the presence and effect of media and subject of the role and effect of these tools in different organs and systems of the society have been discussed frequently and the subject of their penetrating on the society people from one side and perceiving their interpretation on the other side have been of much importance.

Generally, designers of psychological operation put their fight on the advertisement and the main purpose of the psychological operation is affecting the mind and thought of the audience. The psychological operation uses all the tactics that an advertising agent does. These agents try to control the public opinion of the other side and use psychological operation methods very much. News managers and designers should know their audience well and find the amount of effect through scientific methods that each of the psychological operation techniques can have. There are several psychological operation techniques and they are increasing and expanding according to the time situations. Based on the findings of the research, as it was said in the previous sections and questions, news agencies use many techniques to publish news of the oil energy area so that they can lead the audiences' mind wherever they want. According to the journalists, using these techniques can affect audiences and guide the audiences' opinion toward the path that designers of this operation have designed.

Suggestions

- 1) According to the journalists of the energy views, all the truth of area is not published so, authorities of the related news agencies should perform the necessary actions about publishing the maximum amount of truth.
- 2) According to the journalists of the energy views, psychological operation techniques are used in publishing news of the oil energy, so, authorities of the related new agencies should be aware of the negative effects of some of these techniques.
- 3) According to the journalists of the energy views, the censure technique is used in publishing news of the oil energy so, authorities of the related news agencies should be aware of the negative effects of the mentioned technique and use this technique less in publishing the related news.
- 4) According to the journalists of the energy views, the exaggeration technique is used in publishing news of the oil energy so, authorities of the related news agencies should be aware of the negative effects of the mentioned technique and use this technique less in publishing the related news.

- 5) According to the journalists of the energy views, telling part of the truth technique is used in publishing news of the oil energy area so, authorities of the related news agencies should try to tell all the truth in publishing the related news.
- 6) According to the journalists of the energy views, using psychological operation techniques is effective in publishing news of the oil energy so, authorities of the related news agencies should be aware of the evil effects of excessive and improper use of the psychological operation techniques.

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