



Investigating the effect of cultural capital on cultural consumption of citizens of Tehran on leisure time (With an emphasis on reading book)

Sayed Ali Raziani
Saeid Ma'dani

Abstract:

On the one hand considering the importance of leisure time and on the other hand the importance of reading book as an indicator of cultural consumption, this study investigates the relationship between cultural capital and cultural consumption of Tehran's citizens. This research is descriptive-correlative in nature and surveying in methodology. The statistical population of this study included all 15-65 years old citizens of Tehran and the sample size has been calculated as 384 people based on the Cochran formula. Bourdieu's cultural capital questionnaire and realized study measurement questionnaire have been used for data acquisition. Findings of the research show that there is a significant direct and strong relationship between all aspects of cultural capital and the rate of book reading of individuals such that objective cultural capital (0.48) had the most influential effect on the individuals' rate of book reading and then, embodied cultural capital and institutionalized cultural capital affected people's reading book rate at the same level (0.44).

Keywords: cultural capital, cultural consumption, book reading, leisure time, Citizens of Tehran

¹ Graduate in Masters of Sociology, Azad Islamic University, Science and Research Branch, Tehran, Iran

¹ Assistant professor of social sciences of Azad Islamic University, Tehran's Central Branch, Iran

Introduction:

Cultural consumption is one of the indicators of lifestyle that means the use of goods produced by the cultural system and also determines the type of consumer's taste in simple terms. In fact, taste emerges in the pattern of people's cultural consumption more than anything else. (Fazeli, 127: 1382)

In the past, the little knowledge could be transferred orally in a short time, but in today's world where complexity and change are some of its conspicuous and obvious features, humans have to receive and study a large amount of information in written form. By generating a colossal amount of information various forms of information centres or bases have emerged that they are assumed as a treasure of human knowledge and the heritage of centuries of human's endeavour, and discovering of unknowns. In the contemporary world, as in the past, the possibility of an oral transfer of human needs is not possible, and contemporary people find themselves more needful to study the previous knowledge and what others have done before. Hence, it seems that what is more evident than anything

else is the importance of promoting the reading culture in today's world. (Farkhari, 491: 1395)

Today, one of the criteria and factors of the development of societies is "how to spend leisure time" and basically, leisure time and planning for it became one of the criteria for "development" recognition or indicator. Because leisure time has a specific function in the community like any social phenomenon and paying attention to the leisure time and specifically the rate of peoples' cultural consumption in their leisure time actually determines the type of society's attitude towards this issue.

Statement of the problem:

In our society or country, public judgment about reading culture (including officials and scholars, teachers, professors, and ordinary people) is that Iranians' readership rate is low. This issue reflects the fact that the reading behaviour of people is not proportionate to our expectations and they should read more.

According to the existing statistics, the majority of the Iranian people (about 85%) have literacy and this figure is close to 90% in urban areas and about 80% in rural areas. (Public Culture's Council of the country, 2011). Despite these high and promising statistics for literacy, disappointing reports have been published about reading per capita in Iran.

The main problem of the Iranian community is not the problem of literacy or illiteracy at the moment, but it is having literate people interested in reading. In other words, the problem is a converting a literate person to a reader. In the concept of a literate person with the ability of reading and writing, the emphasis is merely on these abilities, while the reader's concept implies both these abilities as well as their desire to read (Rajabi, 251: 1395).

Performing proper leisure activities in the leisure time plays an important and influential role in shaping a dynamic, industrious, and vigorous intellectual and spiritual power of a community; such that Francis Dodge says, "Tell me how do you spend your leisure time to say you who you are and how you train your children". (Sabagh Langroodi, 1377)

Leisure time as a cultural and social phenomenon that affects various socio-economical aspects is a common issue among all social strata and many scholars believe that the educational value of leisure activities is not only less than formal activities but also sometimes is even more effective than them. The role of leisure time in the development of personality of the people of the community is really important. Today, leisure time is one of the main and most important issues which by the approach