THE EFFECT OF ENVIRONMENTAL PROMOTION ON CULTURAL INTELLIGENCE OF MUNICIPAL EMPLOYEES OF DISTRICT SEVENTEEN

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Abstract. The most high and the highest level of involvement in society is the culture of that society. The basic principle of society is the identity and existence of that society, and the place of advertising in general is one of the most important and influential elements in the culture of every society, because today man is constantly exposed to urban advertising bombardment And with the expansion of the media, these ads are becoming more common. Given the increasingly interconnected world and organizations increasingly need more advertising and cultural diversity, they are vital and essential. That individuals have the knowledge and skills to effectively address the challenges and needs of a community They are facing The result of diverse cultural environments is that people face values, assumptions, and desires and expectations that are fundamentally different from their own values and assumptions. It is believed that cultural intelligence explains why some people are more skilled in guiding culturally different environments than other people. In this regard, the research studies the impact of environmental advertising on cultural intelligence of municipal employees in District 17 as An organization that operates at the Tehran metropolitan area. Data was collected from 86 employees of District 17 municipality by questionnaires. In order to measure cultural intelligence, questions from the standard questionnaire provided by Ang were used to assess the performance of questions, which were based on the literature review of the field of performance, and both categories of questions were submitted to professors through a questionnaire. Validity It was confirmed and its reliability was 953/0 using SPSS software. The results of the Spearman correlation test showed that there is a relationship between cultural intelligence of the municipal employees of the 17th district and the urban environmental propagation, there are aspects of cultural intelligence (metacognitive, cognitive, cognitive, behavioral) and communication function. The priority of the cultural intelligence dimensions of the municipal employees of the 17th district was obtained from the Friedman test as follows: Cultural Intelligence, Cultural Behavioral Intelligence, Metacognitive Cultural Intelligence, Cognitive Cultural Intelligence. Based on the results of the mean test of a statistical society, cultural intelligence, metacognitive cultural intelligence, cognitive cultural intelligence, motivational cultural intelligence, and the amount of urban environmental advertising, there is a favorable relationship

Keywords: Environmental advertising, cultural intelligence, media.

Introduction. Undoubtedly, the highest and the supreme element that has a fundamental interference in the existence of any society is the culture of that society. Basically, the culture of each society forms the identity and existence of that society, and the place of advertising in general is one of the most important and influential elements in the domain of the culture of each society, because today man is constantly exposed to urban advertising bombardment and with the expansion of media, these advertisements become more inclusive too, therefore, it seems to be very essential to investigate advertising and consumer personality with different cultures in them. The increasing growth of international interactions and exchanges and the heterogeneity of workforce have attracted the attention of many management and business experts to identify and strengthen the capabilities that result in effective presence in many complicated and dynamic global environments.

Advertising has filled our minds by various images so that when we hear the name of a product, we remember famous names and specific trade names that are constantly brought to our eyes and ears through the press, radio, television or environmental advertising.

"We give you awareness in order that you can select" is a slogan that an advertising agency claims. As it is observed, "Awareness" and "Selection" are two main categories and the former of one of the definitions of advertising (Kalantari, 1998: 20).

Kenneth Galbraith says in the book "Wealthy Society" about advertising: "Advertising agencies do not allow people to act according to their habits, because these agencies have been created more to stimulate new inclinations in the public, and create requirements in them which they did not have before" (Kalantari, 1998: 20).

But the advocates of advertising against this view claim that this tool, as some people are afraid of its abundant power, has no seductive effect, and only provides information to the probable consumers, so that they can select better and with more awareness (Farhangi, 2000, 69).

For many years, across the metropolis of Tehran has become a great market for urban or environmental advertising. A city surrounded by skyscrapers and apartments, and colorful environmental advertisements have also added to the turmoil of this booming market.

Wall boards, cement and metal stands, three and four-sided boards, billboards, digital LED boards, etc., are among the methods used across the city of Tehran for advertising since the fall of 1991 (Kalantari, 1998).

Environmental advertising has gradually expanded across the city and has become an inseparable component of Tehran. Regarding that nowadays commercial advertising as a multi-faceted phenomenon, apart from its economic effects, can have cultural and social effects from itself, and some of the strong theoretical tendencies in cultural studies also believe that commercial advertising has a very high power of making culture, so studying these advertising seems to be necessary (Mirfakhraei, 2007: 91).

People who pass through the streets of Tehran every day and are on the move face constantly with these scenes and environmental advertisements alien with Iranian culture that, in addition to illustrating in their minds, annoy their thoughts and spirits due to the use of spicy and stressful colors and images which are severe and lack spirit. Over time, this point can provide the causes of culture transformation, and changes a modern urban human into a contaminated person who is the captive of his unconscious mental images, and, according to Lerner, pull him towards increasing expectations that are not his true will. Therefore, paying more attention to the environmental or urban advertising, especially in a metropolis like Tehran, which has accommodated the largest population of the country in itself, is of particular importance.

The extent of advertising territory has caused organizations to encounter with cultural diversity both in their workforce, and in those who refer to them as customer and client. In fact, diversity is a reality of today's life, and no organization can ignore it. Organizations deal with employees and clients who have different cultural and functional backgrounds and also have assumptions about how to communicate and how to make decisions (Zahedi, 2000, p. 120).

The results of studies that have been conducted in recent years on the culture and the adaptation of humans to different cultural foundations show that some individuals have the capabilities to be able to adapt more effectively to their culture and other subcultures, and accept cultural variations. On this basis, the concept of cultural intelligence entered into the field of behavior analysis and the justification of desired adaptation. Cultural intelligence is the ability to grow oneself through continuous learning and the desired understanding of cultural variations, values, rationalism, and understanding of human beings in the context of culture and their behavioral differences.

Cultural intelligence helps people to be able to be sensitive towards various cultures, to be able to properly and appropriately communicate with people from various cultures and can analyze the new cultures they encounter.

Theoretical Foundations:

In general, theoretical insights concerning commercial advertising in contemporary era include two viewpoints: the first viewpoint belongs to the thinkers who adorn advertising and believe that through it the access to products and the selection right is provided for the consumer, but the second viewpoint is of those experts who know advertising a means in the hand of capitalist producer to influence the masses of consumers and to control them (Farhangi, 2000: 69).

Types of Advertising:

Advertising in terms of content is divided into cultural advertising and social advertising.

Cultural Advertising

In a simple definition, the cultural (social) advertising is the use of commercial advertising techniques to create, promote or modify an attitude or behavior in the target audience or the whole society. These techniques are the same techniques that business companies exploit to increase the sales of their products (activities such as identifying and focusing on the customer, conducting market researches, and designing a systematic process for developing a marketing and advertising program). The purpose of cultural advertising is to create voluntary behavioral changes by providing suitable alternatives for some of the current specific behaviors. Proper cultural advertising does not force its audiences to change their behavior, but it offers a new behavior to the audiences as the preferred choice of their life and encourages them to follow it. The purpose of cultural advertising is to be beneficial to the audience and the whole target society through creating change in his behavior. Cultural advertising is divided into two categories in terms of the nature of advertiser: the

first category is commercial companies that use cultural advertising to create a proper image towards their companies and the ratio of their responsibility towards the society. The second category and most importantly, is governments, public institutions, non-profit and non-governmental organizations that have targeted the society reform and changing the attitude and behavior of the people of society (Haeri and Rostami, 2011: 68).

Advertising of any kind requires the use of various media such as newspaper, radio, television and internet to be seen and heard.

Environmental (Urban) Advertising. Environmental Advertising Definition. All forms of environmental advertising that take place in the urban space and the service and protection privacy of the city and affect the urban image and landscape, and to install the advertising construct of such advertisements the necessary permission must be taken from the municipality, are called urban advertising (Ahmadi, 2010: 10).

Environmental advertising is any kind of advertising use of space and the urban and non-urban physical environment, public places and vehicles, and differs from commercial advertising by means of the press, radio, television and internet. Environmental advertising compared with media advertising has this advantage for advertisers that the audiences and viewers of environmental advertising include all citizens (Molana, 2008: 18).

Theoretical Framework. Critical Views on Advertising: Critical views on advertising are rooted more in the theories of political economy, and sometimes in Marxism. Neo-Marxists and political economists declare that although they are not opposed to commercial advertising, they rather differentiate between "Informing" advertising and "Complex" advertising by using semiotic discourse tools that have psychological dimensions. They are opposed to the second one, not with informing about the product. They believe that "Informing" about product is related to the "Need-Consumption" topic, the abundance of useful social production, the growth of forces and the means of production, and "Advertising" in the capitalist society is associated with "Satisfaction" and "Fetishism". The reason for this dual Marxists' approach to advertising and informing about the product should be sought in Marx's thoughts, because he never offend trade and the use of product, but Marx offended "Showing off the consumption natural" and " Fetishism " in consumption (Rasouli, 2007: 65).

A critical view towards commercial advertising has a culture recognizing aspect too, that Raymond Williams and Stewart Hall are two of the main figures of this critical view. A new critical attitude of culture recognition in criticizing advertising mainly emphasizes on the topic of "Representation." For example, one of the major critical aspects of modern advertising is the analysis of "How to represent woman" in advertising. Representation is also closely related to the topic of "Audience Position in the Text." The position of audience in the text is closely related to "The author's opinion of the cultural perceptions of audience". On the one hand, the representation refers to the way of showing objects, people, individual and social identities, and on the other hand refers to "Culture-Making". This view believes that the product sale advertising, in fact, sells a lifestyle and a culture, in which the product plays a "Magical" role. The magic of accessing the product is provided through selling a culture, an acceptable, fresh and mythical lifestyle. Culture-making is the peak of the most radical critique of the culture recognition view, with which, of course, all supporters of this orientation are not agree, because a part of the culture recognition orientation has a positive attitude toward commercial advertising (Ibid., 67).

Judith Williamson is also one of the people who have severe critics about advertising. In the book of "Decoding Advertising" (1978), by using structuralism and semiotics, he disassociates the elements composing advertising from each other and deconstructs its real mechanisms. He believes that advertisements, in addition to selling products, create meaning structures too and form a structure for us in which we and products can be exchanged. In other words, advertisements sell us to ourselves. Influenced by structuralism Marxism, he acknowledges that advertisements define and determine the method of identification or "Who we are" by selling products to us (Mahdizadeh, 2012: 110-111).

Williamson knows the advertising industry as a very broad ideological device in advanced capitalist societies and recognizes advertising ideology like a curtain and Hijab that covers the bitter reality of class distance in these societies, and pretends that all people have equal access to wealth and prosperity. While all people cannot afford to buy a certain kind of product, including automobile, and so on, but advertisements and advertisers do not say anything in this regard, and they explain little about the needs and costs of consumers.

Williamson by semiotic analysis, investigated and analyzed the visual signs in advertisements, the goals and ideological meanings hidden in them and their ideological power over the structure of life, and writes about the ideological implication of advertisements: "The ideological meaning in the advertisement is made through signs, and by using semiotic analysis the hidden meanings of the images (sign) can be decoded; for example, the Eau de Cologne advertisement does not have any meaning or actual information about the products that it is selling. How can the Eau de Cologne odor be regarded as a signifier without a sample of the Eau de Cologne to which it is related? In the absence of sufficient signifiers, Eau de Cologne products are sold as distinctive, excellent and consumable products. "Advertising creates a meaning that does not have any direct relationship with reality. The purpose of all advertisements is to try to make a distinction between things that, as Williamson says, are essentially the same and do not have difference with each other. As the two packages of coffee with various brands actually do not differ, but advertising tries to differentiate between them and thus creates false tendency. Advertising does this through the inner arrangement of words and images" (Ibid.).

He mentions that advertising targets people and invites them to recognize identity based on certain products, images and behavior of individuals. Advertising creates a utopian image of modernity, more attractiveness, more success and prestige for the buyer through purchasing certain products. Advertising offers astonishingly self-transformation and gaining a new identity, linking changes in consumer behavior, fashion, and apparent appearance with transformation as a new person. As a result, people are taught through advertising which is an important means of socialization to recognize values, the patterns of role, and social behavior (Rahmani, 2007: 82).

As we said, he believes that advertising not only offers their products, but also offers a way of looking at the world through images, and for this purpose they get help from rhetoric, slogans and surprising artistic initiatives, psychological research, and marketing strategies (Ibid.; 83).

Williamson knows the signs derived from the "Referential System." Similar to the systems of signification that operate on the basis of differentiation, referential systems also form relationships by images and pictures that are excessive things for the advertised product. However, there are apparent (superficial) distinctions between an Eau de Cologne and another Eau de Cologne, but referential systems are complex enough to make this difference and distinction prominent and meaningful. Therefore referral systems are the constructor of the ideological dimension of the advertisement. However, advertising ideology can only act on the basis of its hidden incentives, which means covering the class interval, and the introduction of a happy, glamorous and attractive world at the moment received by consumers (Mehdizadeh, 2012: 112).

In response to the question of "Why the hidden and latent ideological meanings of an advertisement are complicated, obscure and invisible to us?" he writes: because we always reproduce that ideological meaning in our minds. In other words, that ideological meaning "works through us and not on us". As a consumer, we are tempted and seduced to admit the advertisement ideology, because advertisements consider an active role for us in deciphering their hidden meanings, although this defined role is a fictitious and artificial role for us, and swallow us like an ideological sucker; in this situation, we are deprived of the understanding the real world, which is the inequalities and suffering, outside referential systems. The reason why we reproduce the ideology of an advertisement in our minds and internalize it is that that ideology is falsely encoded as personal stimuli for our promotion and advancement. The appearance of advertisement through its signs addresses us as a "Person", although people are actually addressed by advertisements and not just me or you. We create the ideology of referral case in the advertisement in a way that our "Self" can be similar to the ideal "We" represented in the advertisement. We can consciously interfere with the "Production" of meaning; of course the production of true or real meaning depends on destroying the predetermined "Solution" in the advertisement. The advertisements pretend to empower us, but we are empowered only in the ways that they tend. They hope that we will think as: "I am sufficiently capable [when] I am convinced to be like a woman in the advertisement who has sat in her expensive sport car and men are ringing around her. If I can take a loan for buying that car from the bank in which I have account, I am the ideal type for that advertisement". Williamson, knows the stereotypes in the advertisement adapted with dominant ideological representations as success and happiness; the people represented in the advertisements are white, relatively young, prosperous and physically attractive, although these happy and attractive people are rarely a true sample of society (Ibid. 113).

Herbert Marcuse is also regarded as one of the critics of advertising; he believes that the so-called consumption economy has created a "Secondary Nature" in man, which makes him more than ever dependent on the profitable conditions dominating the society. The need for the possession, consumption, utilization, and continuous substitution of various types of devices and instruments that are offered to or even imposed on humans, and the need to use these devices, even the risk of losing life all are rooted from this "Secondary Nature". In this way, the secondary nature contradicts with any change or evolution that hurts or eliminates a person's dependence on the market saturated by the products, because this can end his consuming characteristics that in his process of buying and selling, even consumes his existence. Thus, the needs due to the consumption economy have a role of creating stability and conservatism among the people, and counter-revolutionary methods are resulted from it in the most profound level of the intellectual structure of society.

In the present era, the advanced capitalist production method has covered its dominating nature and the class interests governing the sale of products by the technology curtain. This is while everyone knows that they are responsible for managing industrial machines, because these are monopolist capitalists who decide on the number, duration period, power and the role of machine in humans life and, in general, they are the determinant factors of human need for these machines, otherwise, science and technology are regarded as the major factor of human' release from expensive limitations of the world. The automobile, television and various home appliances, by themselves, do not have a repressive role in human life, and as they are the complementary of people's existence and their daily lives in the profitable conditions, and people have to obtain a part of their existence by buying these products, the human life has depended on them. So, it is merely the class-interests of capitalists, dominating on the manufacturing of uncertain automobiles that is destroying human beings. This is the same class interests that apply mass communication to define and praise violence and ignorance and enslave their users. Now, the owners of capital have put the users of mass media in a condition to demand unconsciously industrial products. For this reason, under the invisible pressures influence of capitalists to buy more products, the possibility of the human personality manifestation and individual autonomy has been disappeared and a kind of "Intellectual Slavery" has emerged (Motamednejad, 1990: 5).

Marcuse in the book "One-Dimensional Man" about the role of mass media and commercial advertisements in creating false needs criticizes with more intensity. According to him the right and wrong requirements can be distinguished from each other; the requirements that impose the interests of a certain group on an individual followed by overwhelming work, pressure and violence, injustice and misery are wrong. Meeting these needs may be the source of an individual's comfort, but as it prevents a prosperous person to understand the public misfortunes and takes away the opportunity to fight with these misfortunes, it can never be a source of humans' prosperity, and the outcome of this welfare is definitely misery. He believes that today's human beings are valued and recognized on the basis of the purchase and sale of products existing in the community. They find their existence in their automobile, multi-class house, television and radio. In these societies, the inner dimension and the mentality of individual who might react and show disagreement of itself has been worn out and its activity has stopped. The destruction of this dimension, which is the cause of the emergence of rejecting and denying thought and is the source of the power of human intellect, has caused to stop the activity of any thought indicating the rejection and opposing the material values governing the industrial community and to adapt to the current state of affairs. In these societies human being is a one-dimensional creature and he is looked only from one dimension and he is regarded as an instrument and tool. In such societies, transportation vehicles, mass communication, housing, food, clothing, leisure time equipments, the acquisition of news and information, each one affects the mood and thoughts of people and has more or less evoked them to have certain rational and emotional reactions in production and consumption relations (Ibid. 6).

According to Herbert Marcuse, when in a society a lot of products are available to people depending on various social classes, commercial advertising naturally determine the way of life of these classes, and people think that access to various products and more consumption is the best way of life. Therefore, they do not welcome any kind of quality change in lifestyle. In such conditions, thoughts and one dimensional impression spread in society. In these perceptions, ambitions of thought and excellent intentions are possible through discarding the reality of world, works, and conversations, or they are thrown away or descended to the short-sighted relationship between production and consumption (Marcuse, 1983: 127).

Among critics of advertising, especially commercial advertising, the names of Neil Postman and Kenneth Galbraith are also observed. American economist and author of the book "Affluent Society", Kenneth Galbraith believes that advertising agencies do not allow people to spend according to their income, and the reason they are created is to make new demands and desires in people, many of which are false. He believes that the hungry person does not need to be informed through the media about his hunger and automatically he act to meet this requirement, and concludes that the increase in industrial products is due to the use of artificial devices to create new needs and, otherwise, it will not be possible to continue the production of new products (Motamedinejad, 1990: 4).

Neil Postman, also in the book "Amusing Ourselves to Death", criticized the destruction of social consciousness in the areas of public opinions by commercial advertisements and their vulgarity, pointing to the onslaught of television advertising based on the ideology of capitalism, and writes: Today, a television advertisement does not say a story about the product to be used, but it deals with the psychological characteristics of consumer. He believes that television advertising has regarded the theory of new psychology as criterion, whose principles have its own characteristics. A psychology principle says that television advertisements are trying to make us believe that all problems are both solvable and are solved very quickly (Postman, 1994: 256).

In fact, it can be said that the critics of advertising in general, by conducting different researches have investigated advertising from various aspects.

The theoretical framework of this research has been based on convincing, persuasion, encouraging and social learning theories. As it was stated, convincing is a process in advertising that results in changing the attitude of audience and, consequently, changing the behavior of consumer (purchasing the desired product or not purchasing the product of competitor). During the convincing process, it is tried to change the attitude of others by using psychological methods. This theory is formed on the basis of two theories of persuasion and encouraging. In convincing by advertising, it is tried to change the attitude and behavior of consumer so that the desired target of the owner of advertisement, which is profit making is realized. For this purpose, the techniques of audience persuasion are exploited in advertising. Persuasion means an attempt to change the attitude in a person and we know that change in attitude gradually is followed by a change in behavior too. In the persuasion, advertisers or the owners of advertisement in a more unilateral process, use advertising messages to influence others. In fact, it seems that the purpose of advertisers is to impact on receivers, not to provide comprehensive and complete information and to create an opportunity for the audience that results in a self-conscious decision. For this reason, it is said that persuasion is an attempt to change the thoughts or to persuade people to perform a kind of work desired by the persuasive person.

Concept of Intelligence
Intelligence:

According to Ang and Earley, cultural intelligence includes four meta-cognitive, cognitive, motivational, and behavioral dimensions. Each of these dimensions explains the specific aspects of cultural intelligence (Imai, 2007, p.19).

Cultural Intelligence. It is the ability and capability of an individual to interact effectively with people who are culturally different from him (Thomas, 2006, p. 80).

Meta-Cognitive Cultural Intelligence. It reflects the mental processes that individuals use to gain and understand cultural knowledge, including knowledge of controlling intellectual and mental processes. Suitable abilities include planning, monitoring and modifying the mental models of the cultural norms of groups and individuals (Imi, 2007, p. 12).

Cognitive Cultural Intelligence. It reflects the acquired knowledge of a particular culture, that is, awareness of norms, customs, and conventions that exist in various cultures, including awareness of the economic, legal, and social systems of various cultures and subcultures and awareness of the frameworks of main cultural values (Imi, 2007, p. 12).

Motivational Cultural Intelligence. It reflects the ability of directing the attention and energy towards learning about cultural differences and their application in various situations; it shows the ability of controlling emotions effectively in order to achieve goals and indicates the interest of individuals in new cultural experiences and their openness towards these cultures (Imai, 2007, p. 12).

Behavioral Cultural Intelligence. It refers to the extent and ratio that a person treats in a different cultural conditions (both linguistically and non-linguistically) appropriately and suitably, and includes the behavioral flexibility of individuals to meet the needs of a particular cultural situation (Imai, 2007, p .12).

It is when an individual takes into account differences in learning and performance; it is often considered as a major factor (Moody, 2007, p. 15).

Generally speaking, intelligence is a word and term that is used almost without too much precision at the time of describing and explaining the learning style, talent, attributes, skills, and merits of an individual. According to the definition of Webster's Dictionary, intelligence is considered as the capacity and ability to understand and describe the facts and cases and their connections and argument about them (Friday et al., 2005, p. 350)

A comprehensive and holistic perspective towards intelligence considers it as an attribute and a biological, motivational, and behavioral characteristic of individuals: the biomedical view assumes that biological and inherent processes determine intelligence; the mental and psychological viewpoint assumes that the intelligence is in the cognitive or motivational domains; theories of motivational intelligence believe in an individual's motivation to understand the definitions of intelligence; and the view of behavioral theoreticians is that intelligence is in behavior or it is accompanied by mental and psychological performances that create behavior (Moody, 2007, p.15).

According to Herrnstein and Murray (1994), theories about intelligence are divided into three categories:

1- Artificial– Algorithmic Intelligence Model

2- Linear vs. Curve Intelligence Model

3. Multidimensional Intelligence

We consider the main hypothesis of this research as "There is a relationship between cultural intelligence of the employees of 17th district municipality and the environmental advertising in the city".

Minor Hypotheses:

The minor hypotheses considered in this research are:

1- There is a relationship between the meta-cognitive cultural intelligence of the employees of 17th district municipality and the environmental advertising in the city.

2- There is a relationship between cognitive cultural intelligence of the employees of 17th district municipality and the environmental advertising in the city.

3- There is a relationship between motivational cultural intelligence of the employees of 17th district municipality and the environmental advertising in the city.

4. There is a relationship between behavioral cultural intelligence of the employees of 17th district municipality and the environmental advertising in the city.

Research Method:

Research Methodology. In terms of data collection, the research is a survey of descriptive researches type (non-experimental) and, in terms of purpose, it is an applied research.

Statistical Population. The statistical population in this research is the employees of 17th district municipality, the number of which is 547 people. This institute has been selected because it has relationship and deals with people of various cultures.

Sampling Method. The sample group is a small collection of the statistical population, including some of the members selected from the statistical population, in other words, a number of members of statistical population form the sample group. Thus, the sample group is a subset of the statistical collection which, by studying it, the researcher is able to generalize the result to the whole statistical population (Sekaran, 2002, p. 295)

Spearman Correlation Test. We use this test to investigate the existence or absence of a significant relationship between cultural intelligence, observing urban environmental advertisements, and cultural intelligence dimensions.

Testing the Main Hypothesis

H_0: There is no relationship between cultural intelligence and observing urban environmental advertisements.

H_1: There is a relationship between cultural intelligence and observing urban environmental advertisements.

$$\begin{cases} 0: & = 0 \\ 1: & \neq 0 \end{cases}$$

Result: By performing Spearman correlation test at the confidence level of 99%, the value of (sig = 0.000) was obtained and as (Sig < 0.01), then the zero hypothesis is not confirmed and the contrary hypothesis is accepted, therefore, there is a relationship between cultural intelligence and observing urban environmental advertisements. The correlation value between cultural intelligence and observing urban environmental advertisements has been shown in table 6.

Table 6: Spearman Correlation Test Results for the Main Hypothesis

Spearman Test		Cultural Intelligence	Observing Advertisements
Cultural Intelligence	Correlation Coefficient	1.000	0.633
	Sig	0	0.00
	N	86	86
Observing Advertisements	Correlation Coefficient	0.633	1.000
	Sig	0.000	0
	N	86	86

Testing Minor Hypotheses

Testing the First Minor Hypothesis

H_0: There is no relationship between meta-cognitive cultural intelligence and observing urban environmental advertisements.

H_1: There is a relationship between meta-cognitive cultural intelligence and observing urban environmental advertisements

$$\begin{cases} 0: & = 0 \\ 1: & \neq 0 \end{cases}$$

Result: By performing the Spearman correlation test at the confidence level of 99% the value of (Sig = 0.000) was obtained, and since (Sig <0.01), then the zero hypothesis is not confirmed and the contrary hypothesis is accepted. Therefore, there is a relationship between meta-cognitive cultural intelligence and observing urban environmental advertisements. The correlation value between meta-cognitive cultural intelligence and observing urban environmental advertisements has been shown in table 7.

Table 7: Spearman Correlation Test Results for the First Minor Hypothesis

Spearman Test		Meta-Cognitive Cultural Intelligence	Observing Advertisements
Meta-Cognitive Cultural Intelligence	Correlation Coefficient	1.000	0.793
	Sig	0	0.000
	N	86	86
Observing Advertisements	Correlation Coefficient	0.793	1.000
	Sig	0.000	0
	N	86	86

Testing the Second Minor Hypothesis

H_0: There is no relationship between cognitive cultural intelligence and observing urban environmental advertisements.

H_1: There is a relationship between cognitive cultural intelligence and observing urban environmental advertisements.

$$\begin{cases} 0: & = 0 \\ 1: & \neq 0 \end{cases}$$

Result: By performing the Spearman correlation test at the confidence level of 99% the value of (Sig = 0.000) has been obtained, and since (Sig <0.01), then the zero hypothesis is not confirmed and the contrary hypothesis is accepted. Therefore, there is a relationship between cognitive cultural intelligence and observing urban environmental advertisements. The correlation value between cognitive cultural intelligence and observing urban environmental advertisements has been shown in table 8.

Table 8: Spearman Correlation Test Results for the Second Minor Hypothesis

Spearman Test		Cognitive Cultural Intelligence	Observing Advertisements
Cognitive Cultural Intelligence	Correlation Coefficient	1.000	0.538
	Sig	0	0.000
	N	86	86
Observing Advertisements	Correlation Coefficient	0.538	1.000
	Sig	0.000	0
	N	86	86

Testing the Third Minor Hypothesis

H_0: There is no relationship between motivational cultural intelligence and observing urban environmental advertisements.

H_1: There is a relationship between motivational cultural intelligence and observing urban environmental advertisements.

$\begin{cases} 0: & = 0 \\ 1: & \neq 0 \end{cases}$

Result: By performing the Spearman correlation test at the confidence level of 99% the value of (Sig = 0.000) has been obtained, and since (Sig <0.01), then the zero hypothesis is not confirmed and the contrary hypothesis is accepted. Therefore, there is a relationship between motivational cultural intelligence and observing urban environmental advertisements. The correlation value between motivational cultural intelligence and observing urban environmental advertisements has been shown in table 9.

Table 9: Spearman Correlation Test Results for the Third Minor Hypothesis

Spearman Test		Motivational Cultural Intelligence	Observing Advertisements
Motivational Cultural Intelligence	Correlation Coefficient	1.000	0.434
	Sig	0	0.000
	N	86	86
Observing Advertisements	Correlation Coefficient	0.434	1.000
	Sig	0.000	0
	N	86	86

Testing the Fourth Minor Hypothesis

H_0: There is no relationship between behavioral cultural intelligence and observing urban environmental advertisements.

H_1: There is a relationship between behavioral cultural intelligence and observing urban environmental advertisements.

$\begin{cases} 0: & = 0 \\ 1: & \neq 0 \end{cases}$

Result: By performing the Spearman correlation test at the confidence level of 99% the value of (Sig = 0.000) has been obtained, and since (Sig <0.01), then the zero hypothesis is not confirmed and the contrary hypothesis is accepted. Therefore, there is a relationship between behavioral cultural intelligence and observing urban environmental advertisements. The correlation value between behavioral cultural intelligence and observing urban environmental advertisements has been shown in table 10.

Table 10: Spearman Correlation Test Results for the Fourth Minor Hypothesis

Spearman Test		Behavioral Cultural Intelligence	Observing Advertisements
Behavioral Cultural Intelligence	Correlation Coefficient	1.000	0.528
	Sig	0	0.000
	N	86	86
Observing Advertisements	Correlation Coefficient	0.528	1.000
	Sig	0.000	0
	N	86	86

Friedman Variance Analysis Test

This test is used to rank cultural intelligence dimensions.

H_0: There is no significant difference between the existing statuses of cultural intelligence variables.

H_1: There is a significant difference between the existing statuses of cultural intelligence variables.

Result: The SPSS output consists of two tables. In the first table, the rank mean of each dimension is presented, and in the second table, the statistical characteristics and the chi-square statistic have also been presented. According to the SPSS output that has obtained: Sig = 0/000, and since (Sig <0.01), so the zero hypothesis is not confirmed, and it can be said that the cultural intelligence dimensions do not have equal ranks. The priority order of components has been shown in table 4.11.

Table 11: Prioritizing the Cultural Intelligence Dimensions in Terms of the Rank Mean by Using Friedman's Test

Priority	Cultural Intelligence Dimensions	Rank Mean
1	Motivational Cultural Intelligence	3.03
2	Behavioral Cultural Intelligence	2.81
3	Meta-Cognitive Cultural Intelligence	2.48
4	Cognitive Cultural Intelligence	1.67

Table 12: Friedman's Test Significance of Cultural Intelligence Dimensions

Statistical Indicators	Calculated Values
Number	86
Chi-Square	56.762
Degree of Freedom	3
Significance Value	0.000

Kolmogorov-Smirnov Test

We use this test to investigate the normality status of the research variables.

H_0: The corresponding variable is normal.

H_1: The corresponding variable is not normal.

Result: Wherever the significance value of test is higher than the considered significant level (0.01), the zero hypothesis that is the variables normality, is accepted. Since the obtained significance level of the test for all variables is higher than (0.01), hence the zero hypothesis is confirmed. It means that all variables follow the normal distribution. The results obtained from the test have been shown in table 13. For this reason, we use the mean test of a statistical population to investigate the status of research variables.

Table 13: Table of Investigating the Normality Status of Research Variables

Variable	Number	Kolmogorov-Smirnov Z	Sig
Meta-Cognitive Cultural Intelligence	86	1.445	0.031
Cognitive Cultural Intelligence	86	0.995	0.275
Motivational Cultural Intelligence	86	1.398	0.040
Behavioral Cultural Intelligence	86	1.229	0.098
Cultural Intelligence	86	1.346	0.053

Conclusion. As it was stated, environmental advertisements in Iran are new and have little background. Today, this kind of advertising is common in large and crowded cities all over the world, and has its own specific advocators, due to its low cost compared with television advertising. This kind of advertising is very popular in Tehran. According to the theory of convincing, persuasion and encouraging, it can be claimed that advertising can strengthen or destroy the beliefs and values of audiences, or change them, and can impact on the attitude and even the behavior of audiences positively or negatively. Of course, we know that an audience is not a passive and aimless creature, but this fact should be accepted that advertisers can widely convey their desired concepts by convincing and persuasive techniques, such as repetition of specific, attractive and pleasant advertisements, in accordance with the rule of normalization, in spite of the desire of audiences. Audiences, if persuaded by advertisements, may model them consciously or unconsciously, because according to the theory of social learning, the impact of mass media on the daily lives of citizens is not limited to strengthening or changing attitudes and behaviors, but rather it can lead to the acquisition of values and attitudes and behavioral patterns that are referred as social media impacts.

In this research, we found that the highest share of advertising has belonged to commercial advertising in Tehran, and the highest foreign cultural values have been observed in commercial advertising and the highest Iranian-Islamic cultural values have been observed in cultural advertising. Therefore, it can be said that they are commercial advertisements that have the highest alien cultural values with Iranian culture, and their increasing number with regard to the theory of convincing can play a role in alienating individuals with Islamic-Iranian culture and by presenting inappropriate models to the people of the society change their attitudes and beliefs gradually and lead to gaining values contrary to Iranian culture.

Also, according to the results of research, it was specified that foreign products transfer the greatest value of luxury by their attractive advertisements to the audience. In this research, we have found that advertising domestic products promotes and instigates the highest value of consumerism. In this research we found that commercial and even cultural advertising does not pay attention to the type of line used in their advertisement as a symbol of Iranian culture. In private advertisements, which have also been more commercial, there has not been much attention to the Islamic and conventional coverage observance of men and women. The advertising of national products and the value of Iranian labor and capital, and also advertising the significant value of saving, has not even had much share in the urban cultural advertising. Thus, according to the findings, it can be concluded that the concern indicating the influence of the foreign culture advertised in the environmental advertisements on the Tehran citizens, proposed in the subject plan has been right. Commercial environmental advertising, by creating false and unreal needs, creates potential consumers out of people, who are only satisfied with more consumption, and this encouragement for consumerism is itself the most important value of society and the capitalist system, which is contrary to the Islamic system values.

Herbert Marcuse, one of the serious critics of the role of advertising in contemporary society and one of the Frankfurt school leaders says about false needs: "The right and wrong needs can be recognized. The requirements that the interests of a certain group impose on a person, followed by exhausting work, pressure, and violence, injustice and misery are false. Meeting these needs may be the source of one's comfort, but since it prevents the prosperous person to understand the public misfortunes and takes away the opportunity to fight these misfortunes from him, can never be a source of human prosperity, and the result of this welfare is misfortune. Comforting, enjoying, working and consuming according to the commercial advertisements, knowing someone friend or enemy whatever others know friend or enemy and thoughts like that, are often the sign of the existence of wrong needs" (Motamednejad, 1990: 5).

He also condemned the method and language of advertisements, and believes that mass media, which have a role to play in the relationship between master and slave, have become extensively developed and penetrated due to the pretending and well-being production that stems from the misery foundation of the people of community. The advertising organizations have created a world of communication in which they justify the one dimensional tendency of the community (Ibid. 6).

In general, it can be said that during the research, we found that environmental advertising, and more than all, commercial advertising play an important and basic role in promoting the cultural values of the capitalist system and the values contrary to the Islamic system.

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eliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

RELIABILITY
/VARIABLES=s1 s2 s3 s4
/SCALE('ALL VARIABLES')
/MODEL=ALPHA.

	Cronbach's Alpha	N of Items
ALL	**.953**	**40**

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.813	**4**

RELIABILITY
/VARIABLES=s5 s6 s7 s8 s9 s11
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.897	**6**

RELIABILITY
/VARIABLES=s10 s12 s13 s14 s15
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded^a	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.846	**5**

RELIABILITY
/VARIABLES=s16 s17 s18 s19 s20
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.917	**5**

RELIABILITY
/VARIABLES=s21 s22 s23 s24 s25 s26 s27 s28 s29 s30 s31 s32 s33 s34 s35 s36 s37 s38 s39 s40
/SCALE('ALL VARIABLES') ALL
/MODEL=ALPHA.

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

725

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.904	20

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded[a]	0	.0
	Total	30	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.952	20

Friedman Test

Ranks

	Mean Rank
Farashenakhti	**2.48**
Shenakhti	**1.67**
Angizeshi	**3.03**

726

Ranks

	Mean Rank
Farashenakhti	2.48
Shenakhti	1.67
Angizeshi	3.03
raftari	2.81

Test Statistics^a

Test Statistics[a]

N	86
Chi-square	56.762
Df	3
Asymp. Sig.	.000

a. Friedman Test

One-Sample Statistics

	N	Mean	Std. Deviation	
Farashenakhti	86	3.8459	.69469	
Shenakhti	86	3.5136	.81217	
Angizeshi	86	4.0791	.66388	
Raftari	86	3.9233	.79538	
Hoosh farhangi	86	3.8238	.66189	
Amalkard	86	3.5279	.49209	

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Farashenakhti	11.292	85	.000	.84593	.6970	.9949
Shenakhti	5.864	85	.000	.51357	.3394	.6877
Angizeshi	15.073	85	.000	1.07907	.9367	1.2214

Raftari	**10.765**	**85**	**.000**	**.92326**	**.7527**	**1.0938**
Hoosh farhangi	**11.543**	**85**	**.000**	**.82384**	**.6819**	**.9657**
Amalkard	**9.949**	**85**	**.000**	**.52791**	**.4224**	**.6334**

One-Sample Kolmogorov-Smirnov Test

		Fara shenakhti	shenakhti	angizeshi	raftari	Hoosh farhangi	amalkard
	N	86	86	86	86	86	86
Normal Parameters[a,b]	Mean	3.8459	3.5136	4.0791	3.9233	3.8238	3.5279
	Std.Deviation	.69469	.81217	.66388	.79538	.66189	.49209
Most Extreme Differences	Absolute	.156	.107	.151	.133	.145	.110
	Positive	.156	.107	.128	.088	.109	.074
	Negative	-.123	-.092	-.151	-.133	-.145	-.110
Kolmogorov-Smirnov Z		**1.445**	**.995**	**1.398**	**1.229**	**1.346**	**1.016**
Asymp. Sig. (2-tailed)		**.031**	**.275**	**.040**	**.098**	**.053**	**.253**

Correlations

			Hoosh farhangi	amalkard
Spearman's rho	Hoosh farhangi	Correlation Coefficient	1.000	.633[**]
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.633[**]	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

			farashenakhti	amalkard
Spearman's rho	farashenakhti	Correlation Coefficient	1.000	.793[**]
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.793[**]	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

Correlations

			farashenakhti	amalkard
Spearman's rho	farashenakhti	Correlation Coefficient	1.000	.793**
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.793**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

			shenakhti	amalkard
Spearman's rho	shenakhti	Correlation Coefficient	1.000	.538**
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.538**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

			angizeshi	amalkard
Spearman's rho	angizeshi	Correlation Coefficient	1.000	.434**
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.434**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).

Correlations

			raftari	amalkard
Spearman's rho	raftari	Correlation Coefficient	1.000	.528**
		Sig. (2-tailed)	.	.000
		N	86	86
	amalkard	Correlation Coefficient	.528**	1.000
		Sig. (2-tailed)	.000	.
		N	86	86

**. Correlation is significant at the 0.01 level (2-tailed).