



Evolution in the Content of the Multimedia Industry Case Study: The Future of Iranian TV Program Genres in the Horizon of 1410

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Received: 29.04.2025

Accepted: 24.09.2025

Abstract

Generalizing the content of mass media has become increasingly difficult with their expansion and diversity, and the dominance of multimedia, and established genres have often multiplied and mutated. The study of analyzing and understanding how texts work tries to keep pace with the types of outputs of traditional and new media. Exploring the fields of message production and dissemination through the analysis of genres, frames, formats, and texts helps us to better understand the evolution of meaning. The present study, using the future research methodology and the Delphi technique, examines possible changes in the audience's attitudes and expectations towards Iranian Television's political programs in the horizon of 1410.

The results of this study also show that future audiences will no longer be passive recipients of messages, but will become active, analytical, participatory, and selective actors. The use of new technologies, interactive platforms, and multimedia productions is also an undeniable necessity for the future of media such as television in the country.

Keywords: Futures Studies, Multimedia, Television, Audience, Genre.



Introduction

In recent decades, the media Due to the expansion of new communication technologies, the emergence of virtual social networks, the expansion of content distribution platforms, the increase in Internet penetration, and the growth of active and participatory audiences, there has been a serious review of the role and position of traditional media, especially television and multimedia. In such a context, questions arise for the future of political television, including: If these trends continue, what types of political programs will Iranian audiences prefer in 1410? What types of changes should the format and content of political programs undergo in order to remain attractive and effective for future audiences? Answering these questions requires moving beyond a descriptive view of the current situation and moving toward a forward-looking view.

Literature Review

Review of research background conducted in the field of media consumption, political programs, and futures studies. The media shows that each of these areas has been studied independently, but the integration of these three areas, especially focusing on the future prospects of Iranian media consumption, has received less attention.

Internationally, numerous studies have analyzed developments in political media consumption. For example, the Pew Research Center (2020) has reports on changes in political news consumption patterns in the United States and other countries. In this study, based on television programs from recent years, seven message formats or content genres of political television programs were categorized: Simple format, Roundtable format, Template Conversation, Documentary format, Object format, Display format, and Debate format.

Methodology

This study employs a future research method based on the Delphi technique. Since the subject of the present research is prospective analysis, the content and desirable formats of political television programs are on the horizon of 1410. The sample population of this study consisted of experts and elites in the media field in Iran who have professional and specialized knowledge of television, cyberspace, and audience research. The second technique was used to select participants from a list of experts in various media fields to participate in the research based on their level of expertise, work experience, and accessibility. This study was conducted in two phases.

Finding

Findings obtained from the opinions of experts and media elites in the form of content analysis resulting from two Delphi stages. They are presented in two main axes: A- Agreed statements about the desirable content characteristics of television programs in the 1410 horizon; B- Suitable templates to realize these features.

a. Agreed propositions: Based on an assessment of the experts' views, ten main features of interest to the audience of political television programs were identified, and in the second round, these statements were scored and ranked in the following order: 1. Challenging and critical, with 100% agreement; 2. Both rational and emotional influence, with 71.85 percent agreement; 3. Visual appeal, with 71.85 percent agreement; 4. Diverse narratives of events, with 78.57 percent agreement; 5. Diversity in items, with 71.43% agreement; 6. Using various methods for persuasion and acceptance, with 57.78 percent agreement; 7. A clear stance by the presenter and experts, with 57.78 percent agreement; 8. The program's low cost and budget savings, with 43.71 percent of the responses agreed upon; 9. Adaptability to conditions and occasions, with 35.71 percent agreement;



10. Ease of obtaining permission for the audience, with 29.64 percent the lowest level of agreement, which was not agreed upon by experts and elites at the level of 'low and very low importance'.

b. Television formats expected by the audience: The views of media experts, about the formats of political television programs that are most consistent with each of the above- approved statements were identified and presented in six separate tables. Based on the experts' opinions the media, the formats of political television programs that are mostly characterized by a specific stance of the presenter and experts are, respectively, the dialogue format with 7 opinions, the debate format with 5 opinions, and the roundtable format with only one opinion, documentary, and drama formats do not have the characteristic of a specific stance of the presenter and experts.

Findings

The results of the present study, which was conducted using the Delphi technique, indicate a fundamental change in the attitudes and expectations of the audience of Iranian political television programs in the year 2031. The examination of the opinions of experts and media elites in two consecutive Delphi stages indicates that the audience of the future will not be passive observers, but will play the role of active, analytical, selective, and participatory actors. They will not only receive messages, but will also demand intellectual, emotional, and even practical engagement with the content presented.

At a macro level, the findings of this study can be summarized as follows: It is a warning and a strategy for the future of political programming on television. It also highlights the need to use new technologies, interactive platforms, and complementary digital media as part of the ecosystem. The future of media is undeniable. The future audience will not only be connected to the TV set, but also to smartphones, tablets, and other platforms. Social networks and even environments, augmented reality will interact with political content. This wide range of communication platforms requires media productions to be localized, adaptable, and have a multimedia presence.

