The Content Analysis of "HONAR-E MEMARI", "Memar" and "Architecture & Construction"
according to the Agenda-Setting Theory (1998-2018)*

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Abstract | Despite the role of specialized journals in advertising, education and creation of thinking currents in contemporary Iranian architecture, no comprehensive research has been done so far over the content of these media. To analyze the content of the magazines entitled "MEMAR", "The "HONAR-E MEMARI" and "Architecture & Construction" during the last twenty years of their activity. The importance of this research is determined by understanding the role of the media in directing the thoughts of professionals based on the "Agenda-setting theory". The content analysis was done by referring to the first-hand resources (original copies of journals) and two-step coding of articles based on the researcher-made checklist in 33 subject criteria. The data analysis was performed by using "cross-case analysis" to present the results at two levels of quantitative statistics and qualitative analysis. The three mentioned journals, as the most stable specialized journals of Iranian architecture and ongoing publication within the last 20 years, have published a total of 221 copies from 1998 to the end of 2018, that altogether reaches to 4,965 articles.

The topics of "introducing the project in Iran" (19.39% of the total articles), "history and theoretical foundations" (19.23% of the total articles), "news of architectural events" (12.93% of the total articles) and "introducing the Project to the West" (10.81% of all articles) together account for the largest share of publication content.

More than 62.36% of the published articles variances belonged to the four mentioned topics. Among the all three magazines, the subject of "Introducing Project in Iran" was considered as the agenda-Setting content.

The architectural journals have played an important role in heading the architects to exploit the media as a platform for introducing their buildings and subsequently directing their attention to "Western architecture" through the publication of "history and theoretical foundations". At the end, the coordination between the articles and the concerns of a professional society of architects along with some alternative subjects has been suggested here.

Keywords | *"Memar" Magazine, "HONAR-E MEMARI" Magazine, "Architecture and Construction" Magazine, Media and Architecture, Architectural Publications.*

Introduction | The contemporary world is saturated with media. Understanding the media and media literacy are part of the requirements of life in this age.

In developed countries, "the issue of media literacy has

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been defined and is continuously being monitored in various fields such as critical analysis of media content, digital and information literacy, film literacy, literacy of reading news and information, Internet literacy and the literacy of online security, digital game literacy and communication media literacy, etc." (Petranova, Hossova, & Velicky, 2017, 64).

'Even in small countries like Montenegro, in Eastern Europe, media literacy has been available to school students as an optional subject since 2009 (Perovic, 2015, 95)".

The contemporary Iranian architectural space is not separate from this situation. The media, as independent foundations that monitor the movement of society, while influencing them, also have the task of monitoring and directing them toward the future. For this reason, the media, especially the press, along with the constitution, parliament, and parties, have been considered as "the fourth pillar of democracy". On the other hand, today the fact is that the media cannot tell people how to think. Everyone will definitely think and interpret situation independently based on their own lifestyle and circumstances, but the media can tell people to think about "what issue"! The media, by focusing on a topic or ignoring to deal with a news stream, can easily change the audience's mindset toward a specific point of their own desire and therefore, in somehow "shape" our current and future environment.

In this context, Marshall Mc Luhan considered the communication system as the basis of historical and social developments. A system that has the power to "de-tribalize" the human first and then encourage him to "re-tribalize" in the electronic age.

He notes in his book, "Understanding Media: The Extensions of Man": "In the written civilization, man's relationship with his respective social group was almost completely devoid of any collective and family feelings, so the individual felt emotionally free to be able to separate from his tribe (De-tribalization) and become a modern and civilized human being" (Mc Luhan, 2018, 155). Referring to the importance of literacy and the formation of modern human mentality, Mc Luhan considers the media as the undeniable context of human progress. He believes that "regaining reputation in the global village forces human to enter the system of international discourse. In this system, the media are the first tutor and at the same time is in the position of an audience as well; even the message generating by human himself is kind of media, therefore this two-way flow cause the media influence on people that results in making new tribes at the end of the story" (ibid.).

Problem statement

The main purpose of this study is to perform a content analysis and a comparative study on three current publications in society of Iran including, "Memar", "HONAR-E MEMARI", "Architecture and Construction" Magazines, by doing a subject review of their published articles. In fact, the author is looking for overt and covert preferences in these journals by addressing various issues. The preferences that are directly related to the architects' thinking and "What they think of" and not necessarily "How they think".

The research necessity

On the one hand, "reviewing articles published in a journal reflect trends and issues that affect thinking order" (Cokley, Caldwell & Miller, 2001, 46), and on the other hand, research on the media in Iran is very limited due to limitations and the number of media. At the same time, the lack of having a comprehensive view of the media's role in the society, along with the lack of independent studies and comparative research among the architectural journals (as the main media of the last twenty years of architects), is clear. Due to the interdisciplinary nature of such research, reviewing and comprehending them seems to have been delayed to present time. Therefore, it is necessary to conduct such research studies by considering the increased importance of the media`s role in thinking space of society. These kind of studies helps us understand the media and improve the social media literacy of architects' society.

The lack of such studies has also led to confront with at least three major problems in the architectural space of the country: First, trapped in a closed circle and repeating the wrong experiences of smaller and younger publications and media that had previously been experienced by the larger ones. Second, providing a misuse atmosphere deceiving the public opinion in various fields of architecture by those who take advantage of insufficient knowledge of architects and public societies. Third, our lack of knowledge about the media and the issues raised by them makes us kind of mere consumers, who have passive role [in the society]. While, the concept of media and magazines are exactly the opposite; Clarifying this issue will help determine the position of publications and increase the power of our cognitive understanding.

The three mentioned articles, "Memar", "HONAR-E MEMARI" and "Architecture and Construction Magazine", have published a total of more than two hundred and twenty-one copies since the beginning of their publication, until the end of the winter of 2018. Apart from the huge volume of press activity, gaining experience, gathering the historical documents and transfering the knowledge by these three publications, the other factors including regular and uninterrupted

publishing activity, the efforts to introduce new talents and streamlining, providing a high print quality, introducing a variety of content, holding the most important architectural events in Iran, the expansion of cooperation with a large part of the Iranian architectural community all has created a gap between these three publications and other press and media which are avilable in architecture, urban planning and interior design community in Iran. In a condition that the management of thinking order in Iranian architecture is in somehow restricted by these three publications, but so far, no comprehensive research has been done on the content of the two hundred and twenty-one published editions of these publications.

Research method

This study is kind of a fundamental and experimental (cross-sectional) research in case of addressing the problem. The research method was adopted based on the content analysis, which is one of the significant forms of research in the fields of social sciences and communication. In this method, "qualitative data are converted into quantitative one to provide conditions for re-presenting the qualitative interpretations" (Elo & Kyngas, 2008, 110).

In this study, due to the importance of the subject, the sample size was not limited and the statistical population, consisting a total of 221 published copies of the mentioned journals, about 4965 articles in total, were reviewed from 1998 to the end of 2018 by doing content analysis. The research item in this study includes any notes, paper, reports and piece of information that have been published in the form of articles on the statistical population of mentioned journals. Moreover, the research study was constructed based on the checklist made by researcher consisted of 33 subject criteria. The data collection tool was appropriate and proportionate to the content analysis of library information.

The data collection tool was appropriate and proportionate to the content analysis method of library information. At the next stage, two-step coding and "cross-case analysis" was performed with the aim of making concepts from the initial statistical information extracted from the checklist. The validity and reliability of the tools is 100% due to the use of first-hand sources and the complete archive of the researched journals.

Beside this, to get ensure of adequate and suitable coverage of subject criterion, five professional professors were consulted who were familiar with the space of architectural publications. Both the quantitative (descriptive and explanatory) and qualitative analyzing (based on interpretation) are also presented at the end of the research.

Agenda-Setting theory

Media can be reviewed in many different ways as below according to Gunter (2005, 14):
- Media products (content analysis, experimental research on media product, qualitative content analysis);
- Measuring the use and exposure of audiences to media (methods of access to information, research in documenting media, the extent of using electronic media, and the qualitative approaches in identifying audiences);
- Measuring emotional reactions to media (emotional research from the media Industry, academic research);
- Measuring the cognitive reactions to the media under the name of "attention and comprehension" (measuring during watching [digital displays], sub-approaches during watching);
- Measuring the cognitive effect of the media (research on determining the agenda, inserting beliefs and theories) and,
- Measuring the behavioral impact of media from relation to causality (performing test to find the relations in the form of a survey research; doing causality test as an experimental research).

In this regard, doing research on the functionality of media and studying the effects of communication messages on people who are known to socio-behavioral theories are of significant importance. The emphasis of these theories is on quantitative research methods, during which the validity of any theory can be examined and measured on the basis of systematic and accurate methods. These theories are placed in opposition with another theoretical concept called cultural theories, which focus on the language, the connotation of texts and the way they are comprehended. "The cultural theories arise from the interpretive sociology and a series of studies in the field of linguistics, literary, and anthropology" (Mahdizadeh, 2014, 477). Among the socio-behavioral theories, the following can be mentioned here:

"Inoculation theory", "Agenda-Setting theory", "Reinforcement effect or Limited effects theory", "Social learning theory", "Cultivation theory", "The spiral of silence theory", "Awareness gap theory", "Media system dependency theory (MSD)", "Use & gratification theory", "Social constructionism theory or Social constructivism" and finally "Framing theory". The Agenda-setting theory claims that media influences people's cognition and attitude, and determines their mental priorities through the selection and highlighting of certain topics and events in the form of news and news reports. This means that the media influences people's awareness and information by highlighting certain issues and events. "Although they can't determine how people think, but they can determine what to think of" (ibid.).

Shaw and McCombs, declare that: "The most important

influence of mass communication on this functionality is to create an intellectual order for the audience and to regulate the world around us" (Shaw & McCombs, 2004, 112).

In this regard, Severin and Tankard warn that: "Agenda-setting for subjects that people have more information or direct experience about, could be a deadly mistake for media through increasing the risk of conveying a targeted message". In fact, the less direct experience public have about a particular subject and specific event, the more they will rely on media information and the easier it will be to set an agenda. Therefore, the media are always looking for new and innovative topics that will accelerate their large goals" (Severin & Tankard, 2012, 72). "Gladys Engel Lang and Kurt Lang" have divided the process of setting an agenda into six stages: "1. Make an issue important, 2. Different coverage, 3. Specific format for topics, 4. Specific language and tone, 5. Connecting topics to the known secondary symbols, and 6. The statements of reputable and famous people" (Lang & Lang, 2018, 867).

Literature review

By reviewing the databases of the country's dissertations, it was found that the subject of this research has never been studied in a similar way or with a similar research method. In the case of doing research with a similar subject, but with a different research method, the situation was similar and no case was reported. In terms of research on a different subject in a related area with different research methods, a study by Parisa Alimohammadi was found, her doctoral thesis at the Islamic Azad University, entitled "The role of media-based experience in recognizing students of contemporary Iranian architecture".

In this specific research, she studied two groups of students from the Islamic Azad University and the University of Tehran by evaluating their methodology and sources of information. Parisa Alimohammadi concluded that: "Most students were more inclined to the architects and artworks that they were already familiar with and had experienced about it through the media, while changing interests have been done without in deep consideration, and their knowledge of the world's Art works were mostly kind of superficial one. "More attention is paid to the photographs, and the works of prominent architects are merely presented as a routine architectural project" (Alimohammadi, 2007, 72).

She attributes this to the lack of language and symbolic systems in any media outlet, arguing that "the media in Iran has a weak performance while they could be more influential" (ibid.). She generalizes her results to the entire architectural education system in Iran and by presenting some sort of solutions concludes that "today the media has a role in leading Iranian students without using its full educational capacity" (ibid., 73). The Alimohammadi's

research has been conducted very ingeniously in the case of understanding the importance of the media as a source of education for architects, as it seems that this influence dates back to their student days. The timing of this research (between 2004 and 2006) also adds to the intelligence and foresight of its researcher.

In terms of different but related subject matter, three studies were observed using the same research method as ours. Iman Ra'isi, another doctoral student in architecture at the Islamic Azad University, in his doctoral dissertation in 2008 entitled "The role of criticism in orienting the contemporary Iranian architecture" referred to architectural media as a platform for transferring and teaching the criticism.

He has done his research based on the all architectural journals published in Iran. In this specific research, he has studied the architectural publications from 1946 (the time of publication of "Memar", as the first architectural journal in Iran) to 2001 with the aim of discovering architectural critiques. He finally concluded that "criticism has had little effect on the direction of contemporary Iranian architecture" (Ra'isi, 2008, 324). The research method in this specific study was a kind of content analysis, but as it was previously emphasized, finding out the articles on architectural criticism and targeting the typology of them was the aim of the mentioned research. Hadian Qazvini (2012) has also selected five scientific research journals that were published between 1992-2011; He adopted the techniques of "citation analysis" and "social network analysis" to study and illustrate the citation and self-citation relations among them. These relations were analyzed by using UCINET Windows software and illustrated as network by applying another [Windows program] called NetDraw.

The results of this research can be mentioned as follows: 1. Determining the independent, popular publications, that were kind of expanding knowledge and controllers, 2. Categorizing the hierarchies of journals in society and drawing their two-dimensional maps based on the similarity of citation patterns and 3. Determining the level of scientific communication in the network of architectural publications between 1992-2011. The journals reviewed by Hadian Qazvini's all are indexed onlin, and due to their highly specialized content, they are often used by professors and researchers in the field of architecture.

The publications covered in the mentioned study are those of journals which are published and distributed among the general architectural offices and professionals who are active in the architectural market. Moreover, the research method applied in this study was content analysis. In both research works, the work of Hadian Qazvini and in our study, the published articles of their

target journals have been totally reviewed. Setavand and Rousta (2013) in their research entitled "Quantitative and qualitative analysis of articles on Architecture and Urban Development published in 'ARMANSHAR' from the beginning of Publication until now (2013-2014)" have examined 143 articles belong to 10 issues based on eight statistical variables. The difference between the mentioned research and our research has been in the type of statistical population, the number of variables and the subject under study. Setavand and Rousta had dealt with criteria such as the level of authors' education, the length of time it took for a paper to be accepted, and the collaborating institutions, but the current research focuses mostly on the subject of papers addressing the Agenda-setting theory. In the case of international research, the abroad researchers have never been directly involved in studying the subject matter of this research specifically on the three journals of interest.

The thematic criteria for reviewing the articles

All the articles on our statistical population were categorized according to the researchers' work experience into three main topics: "architecture", "interior architecture" and "the others". In each of these three subjects, a variety of sub-topics were covered. Finally, according to the initial monitoring, eighteen sub-topics were selected for the subject of architecture, twelve sub-topics in the subject of interior architecture and three sub-topics for "others". All articles were codified in two stages based on the topics and sub-topics and subsequently their numbers were counted (Table 1).

Overall, in this study 12 tables have been completed and documented by researches using computers; To measure the accuracy of the process, a number of the journals were randomly selected and re-examined.

Findings

The quantitative statistics acquired from the content analysis method for target journals are as follows (Table 2). To achieve a more comprehensive and clear picture of these three architectural journals activities in Iran, series of graphs were also depicted by researchers. As an example, the distribution diagram for the sub-topic of "introducing the project in Iran" for three research journals within the last three years can be illustrated as follows (Table 3).

Since, "HONAR-E Memari" and "Architecture and Construction" have been published quarterly and the "Memar" is a bi-monthly journal, they are categorized into separate charts (Figs. 1 & 2).

The total number of articles in all target research journals is according to Table 4.

According to this research study, the two sub-topics of "introducing the project in Iran" and "history & theoretical

foundations" have been critical for all three journals and were among the top three sub-topics. The next priority subject, "the news and architectural events" was the second major subject of the two publications, "Memar" and "Architecture and Construction". While, the sub-topic of "introducing the project in the West", has been a priority for the journal of "HONAR-E MEMMARI". According to the results, it was found that "Memar" magazine paid the most attention to the publication of topics untitled "theoretical foundations of architecture", but "HONAR-E MEMARI" magazine focuses most on "introducing the project to the West" and the focus of "Architecture and Construction" has been more on the subject of "introducing the project in Iran" (Table 4).

Discussion and Conclusion

The main purpose of this study is to do content analyzing on the subjects of three active and printed journals in the field of Iranian architecture. This research, in the context of the "Agenda-setting theory", which believes that media by focusing on certain issues, unconsciously leads people to pay attention to specific target issues of media or on the contrary to not pay this attention. Although, media are not able in directing people about "How to think", but they can definitely determine for them to think about or discuss on "What subject".

The sample size is equal the statistical population, that consists all the articles published by the three mentioned journals, including: "Memar", "HONAR-E MEMARI", and finally "The Architecture and Construction". The research method of this study was the type of content analysis with two codifying stages by using "cross-case analysis". Based on this research, it was determined that these three journals "Memar", "HONAR-E MEMARI" and the "Architecture and Construction" during their 20 years of activity from 1998 to 2018 by the publication of 4,965 articles in total have covered topics with the percentages out of a total number as follow:

The subject of "introducing the project in Iran" (19/39% out of the total articles), "history and theoretical foundations (19.23%), "News of architectural events" (12.93%) and "introducing the project in the West" (10/81% out of all). The tendency of "HONAR-E MEMARI" was definitely toward the subject of "introducing the project" according to Table 4. A total of 32.10% of the articles in this journal have been about "introducing the architectural works (in Iran and the West)". Considering the tendency of some political currents to convert Iran [position] to a separate island, and to cut off its communication with the world, especially in the Western world, the "outstanding value" of "HONAR-E MEMARI" has been doubled by paying too much attention to the contemporary western architecture. Moreover, our current knowledge of Western architectural

works is largely due to the efforts of this specific journal staff. On the other hand, the number of theoretical articles and critical notes at the end of the research period shows an increasing growth.

Since 2015, this magazine has changed its direction towards analyzing architectural works, "critique of currents and individuals", "theorizing and thinking", with great acceleration.

According to our statistics, the Journal of "HONAR-E MEMARI" from issue No. 1 to 23 (the first 5 years of activity) has 25 articles in total, from issue No. 24 to 43 (the second five years of activity) 57 articles and from issue No. 44 to 51 (during only 7 issues, in the last two years) has published 47 articles in the field of "history and theoretical foundations". The number of articles in this field is expected to increase in the coming years. In this sense, this magazine should now be considered as

one of the main media in the field of explaining theories in Iranian architecture; a concept that is not far fetched considering the domination of this media over the international works, and looking at their previous efforts in understanding the world should be considered as a prelude to this success. "Memar" magazine has made great efforts in the field of history and determining the theoretical foundations of architecture in Iran. The journal is also very interested in introducing the works of Iranian architects to [audiences]. Despite having 20 years of publication activity, their efforts to magnify the theoretical foundations of architecture in Iran can be considered as an inadequate attempt. This is so critical that, that, it seems "MEMAR" and "MEMAR'award is an opportunity, at the extent of an event" to introduce Iranian architectural works and attract attention, not to explain the ideas. However, the 20-year effort by

Table. 1. Introducing the main topics and sub-topics, as measuring criteria. Source: authors.

The Sub-Topic of Architecture	The Sub-Topic of Interior Architecture	The Sub-Topic of Others
stylistics of western architecture	principles of interior design	industrial design
stylistics of oriental architecture	introducing the project of interior design in the west	urban development
principles of architectural design	introducing the project of interior design in the east	painting, sculpture, music, calligraphy
history and theoretical foundations of architecture	introducing the project of interior design in Iran	
material	introducing the Iranian interior design architects	
introducing books and magazines	introducing the non-Iranian interior design architects	
introducing the project in the west	history and basis of interior architecture in Iran	
introducing the project in the east	history and basis of interior architecture in the world	
introducing the project in Iran	furniture design and decoration	
building intelligence	theoretical foundations of interior architecture	
digital architecture	interview with the interior architect	
introducing an Iranian architect	lighting	
introducing a non-Iranian architect		
interview with an Iranian architect		
interview with a non-Iranian architect		
local and traditional architecture		
student and universities news		
news of architectural events		
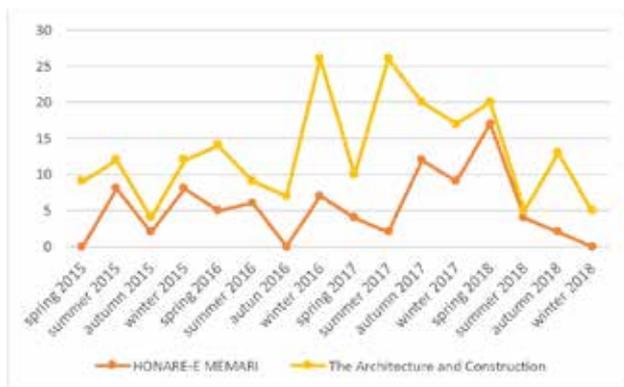
Fig. 1. The Explanatory Graph: Comparison distribution diagram for the sub-topic of "Introducing the project in Iran" within the last three years of two target journals. Source: authors.
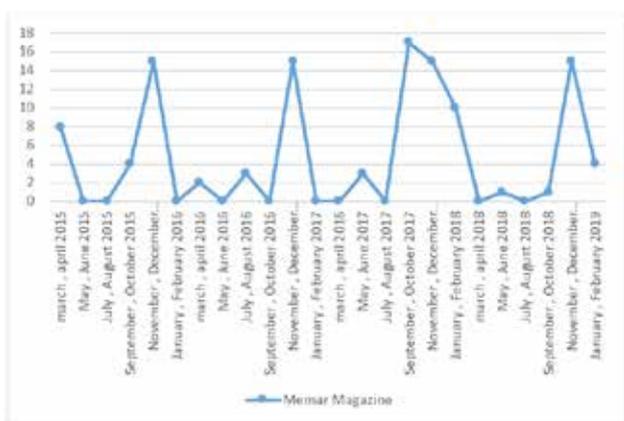

Fig. 2. The explanatory graph: distribution diagram under the subject of "introducing the project in Iran" in "Memar" Magazine within the last three years. Source: authors.

Table 2. The initial statistical data from target journals. Source: authors.

Primary statistical accomplishment	Magazine name	Result
The proportion of each journal in number relative to the total number (% (percental	"Memar"	%51
	The Architecture and" "Construction	%26
	"HONAR-E MEMARI"	%23
The proportion of each journal based on the copy number	"Memar"	copies 113
	The Architecture and" "Construction	copies 57
	"HONAR-E MEMARI"	copies 51
The nominal frequency of each journal out of a collection of 4,965 reviewed articles	"Memar"	2557 articles
	The Architecture and" "Construction	1385 articles
	"HONAR-E MEMARI"	1023 articles
The percentage of each journal from a collection of 4,965 reviewed articles	"Memar"	%51
	The Architecture and" "Construction	%28
	"HONAR-E MEMARI"	%21
The percentage of articles in each topic relative to the total amount	Architecture	%87
	Interior design	%8
	Other topics	%5
The frequency number of articles in each subject relative to the total number	Architecture	4336 articles
	Interior design	articles 370
	Other topics	articles 259

"Memar'" magazine as a pioneer in this field is respectable and appreciated.

The Journal of "Architecture and Construction" prioritizes the introduction of works by Iranian architects. The highest percentage allocated to a sub-topic in the present study belongs to the same subject in architecture and construction (22.10%). In this context, a side issue is raised, and that is the quality and intensity of the issue dealt by the journal. Although, the "Architecture and Construction" have devoted a large number of its articles to the evaluation of [art] works, but the number of pages and the depth of the works have been low. Perhaps one of the criteria for measuring is how much the subject is being dealt with in the journal; therefore "the Architecture and Construction" are superficially criticized and limited to presentation of a few photos of the works. This is the kind of an event that has happened less in "Memar" and much less in "HONAR-E MEMARI".

According to Table 4, it is clear that "HONAR-E EMARI"

has never left any sub-topic, and has dealt with at least one article during its activity. However, the other two journals have completely abandoned some topics despite publishing more issues. In a rare case, it has been clear that both Journals, "Memar" and "Architecture and Construction" have annual awards for interior architecture, but all of their weakest themes relate to the same subject of interior architecture. Despite the efforts of "Architecture and Construction" officials to hold the 11th round of the Iranian Interior Architecture Award until 2018 and the attention of the "Memar" staff in granting part of their award for interior architecture, these publications have not published even an article on some issues related to interior architecture. However, "HONAR-E MEMARI" with the lowest issue number compared to the other competitors, has not only covered all the topics, but as a publisher, has used his authority to complete the magazine's contents by publishing dozens of books Interestingly, "Memar Publishing'[Memar Nashr]

Table 3. The total list of articles in three journals based on subject. Source: authors.

Main Sub.	Sub-Topic	HONAR-E MEMARI	Memar	Architecture and Construction	Total	The Sum
architecture	stylistics of western architecture	8	2	5	15	
	stylistics of oriental architecture	1	5	9	15	
	principles of architectural design	23	73	21	117	
	history and theoretical foundations of architecture	127	530	298	955	
	material	16	60	8	84	
	introducing books and magazines	4	86	13	103	
	introducing the project in the West	179	284	74	537	
	introducing the project in the East	15	66	59	140	
	introducing the project in Iran	149	508	306	963	4336
	building intelligence	6	42	21	69	
	digital architecture	7	8	8	23	
	introducing the Iranian architect	29	58	18	105	
	introducing a non-Iranian architect	21	32	7	60	
	interview with an Iranian architect	24	49	50	123	
	interview with a non-Iranian architect	7	26	4	37	
	local and traditional architecture	49	180	91	320	
	student and universities news	5	14	9	28	
	news of architectural events	65	304	273	642	
interior design	the principles of interior design	5	2	3	10	
	introducing the project of interior design in the West	84	17	3	104	
	introducing the project of interior design in the East	16	1	1	18	
	introducing the project of interior design in Iran	73	33	10	116	
	introducing the Iranian interior design architect	9	4	1	14	
	introducing the non-Iranian interior design architect	3	0	0	3	370
	history and basis of interior architecture in Iran	8	0	8	16	
	history and basis of interior architecture in world	1	1	1	3	
	furniture design and decoration	26	0	0	26	
	theoretical foundations of interior architecture	19	6	6	31	
	interview with interior architect	2	1	2	5	
	lighting	15	9	0	24	
other topics	industrial design	15	7	1	23	
	urban development	3	65	18	86	259
	painting, sculpture, music, calligraphy	9	84	57	150	

Table 4. The strongest and weakest [the most and less highlighted] sub-topics in three journals from 1998 to 2018. Source: authors.

The Magazine Name	Rank	The Strongest Sub-Topic	The frequency of Articles	Percentage out of Total Journal Articles (%)	Main Topic
HONAR-E MEMARI	1	introducing the project in the West	179	17.5	architecture
	2	introducing the project in Iran	149	14.6	architecture
	3	history and theoretical foundations of architecture	127	12.4	architecture
Memar	1	history and theoretical foundations of architecture	530	20.7	architecture
	2	introducing the project in Iran	508	19.9	architecture
	3	news of architectural events	304	11.9	architecture
Architecture and Construction	1	introducing the project in Iran	306	22.1	architecture
	2	history and theoretical foundations of architecture	298	21.5	architecture
	3	news of architectural events	273	19.7	architecture
The Magazine Name	Rank	the strongest sub-topic	The frequency of articles	Percentage out of total journal articles (%)	main sub.
HONAR-E MEMARI	31	interview with interior architect	2	0.19	architecture
	32	history and basis of interior architecture in world	1	0.09	interior design
	33	stylistics of oriental architecture	2	0.09	interior design
Memar	32	introducing the non-Iranian interior design architect	0	0	interior design
	32	history and basis of interior architecture in Iran	0	0	interior design
	33	furniture design and decoration	0	0	interior design
Architecture and Construction	31	introducing the non-Iranian interior design architect	0	0	interior design
	32	furniture design and decoration	0	0	interior design
	33	lighting	0	0	interior design

the publisher of "Memar" Magazine, has not taken any action in this regard and has only tried to publish the magazine.

The total ranking of the journals" sub-topics are presented in Table 6. Despite the large number of comments made by experts in architecture and their relative consensus on the necessity of pursuing the architectural styles such as Japanese architecture, there have been a few number of interviews with Japanese architects and reviewing their projects over the course of twenty years; It should be pointed that Japan is one of the countries in which architects adhere to their traditional principles and values along with modernizing their architecture industry.

It seems that the tendency to imitate Japan's [architecture style] has been more about words than action. Considering that the editorial board of three reviewed journals and most of their authors were either active architects or university professors, the question arises here is that if there was a consensus on imitating Japan [architectural style] or [following an Eastern pattern], then why the number of projects adopted from the West and the related interviews or translation articles are in no way comparable to those are available in the world of the East? Only 2.81% of journal articles are dedicated to "Introducing the architectural works in East", while this figure is 10.81% for Western architectural works.

According to the most architects, the lack of community, association, the guild system, or any other joining institution that organizes architects apart from the "[Iran] Construction Engineering Organization" is the

main cause of many architectural problems in Iran. This issue has not been a favorite topic among the 4,965 articles reviewed. The social responsibilities of architects are another issue that, except in final issue numbers of "HONAR-E MEMARI", there is no indication of them in other magazines and their printed copies.

The "education of architecture" is another topics that have gotten no specific place in architectural publications despite its importance. The record for student and university news is 0.56%. While, for topics allocated to "Others", the sub-topic of "Introducing paintings and sculptures, etc.", with a record of 3.02%, ranks sixth among the best subjects! Since the largest number of articles published by all three journals belongs to the sub-topic of "Introducing the Project in Iran" with a record of 19.39% out of all articles in the last 20 years, the economic crisis and the decrease in circulation of them is clearly understood, that is in line with expanding the web spaces and emerging the daily websites that focus only on the free publication of Iranian architectural works. These websites addressing the "main content" of specialized Iranian architectural journals and practically have ruined their appeal by publishing free and fast works on their web pages and social networks. Among the top four sub-topics covered by publications, including "Introducing Project in the West", "Introducing Project in Iran", "Architectural News and Events" and "History and Theoretical Foundations", only the latter one has still kept its own reputation against the negative effects of free publishing on web spaces and social networks.

Of course, no specific on-line publication is harmful alone, but it is the way of their presentation by adopting a simple and superficial approach, within their 20 years of activity has caused the mentioned problems.

'History and theoretical foundations" are not yet a good topic for on-line publication due to their long and text-based content; moreover, the reasons such as the authors" tendency to publish in reputable journals, the granting of scientific points to the "print publications", that is not usually granted to the on-line papers, and other similar reasons can be considered in this regard. However, the publication of Iranian and Western works, and "news of architectural events" in magazines in their current form is no longer attractive and is unlikely to lead to a sale. Unless there would be strong reasons for this attempt or changing in the way of presentation appears. Furthermore, criticizing, analyzing, and in-depth reviewing the works, instead of introducing only their cover identity, is suggested as solutions.

As mentioned earlier, "interior architecture" had no place among the top three topics in any journal. This subject is among the top twenty topics of interest in magazines and has only three representatives. "Introducing the interior design project in Iran" with 2.33%, "Introducing the interior design project in the West" with 2.03% and "theoretical foundations of interior architecture" with 0.62% give in total the percentage of 5.04%. In other words, only the content of 5.04% of these three target journals, "Memar", "HONAR-E MEMARI" and "Architecture and Construction", within the last 20 years of their activity have been dedicated to interior design. However, all of them, grant awards and hold competitions annually under the titles such as "interior architecture". The partial and insignificant presence of subjects related to interior architecture at the end of the statistics Table 4 shows that these three journals do not pay that much attention to the mentioned fields of work. Considering the increasing population of experts, it seems that we will soon encounter with the presence of a wide range of architects in interior design projects. On the other hand, "interior design" may soon will be noticed by employers and the general public due to requiring a lower investment to be realized. In this regard, it is likely that the media consider this area as a way to increase sales, in a very short time.

Finally, it suggests that the issues which is discussed at the bottom of Table 5 be addressed by these publications or other media as an integral part of the Iranian architectural system. It is also recommended to perform [related] projects by acquiring a qualitative approach toward the journals' contents as a completion point of this research study.

In this study, the articles' subjects were reviewed; The other research study might deal with the introduced sub-topics. For example, the Journal of "HONAR-E MEMARI" has reviewed several works of architects under the subject of "introducing the architects". With such a view, introducing the Iranian architectural works in this journal may increase significantly, and the role of this media in the present research fundamentally changes.

It is also recommended to change the [current] point of view from addressing "magazines" to the "the architects, as an audience of magazine". The findings of this study can be cited in another research study by evaluating it from the position of some expert architects by using research methods such as Delphi or similar methods. The impact of architectural media on people and making changes in public perception and their literacy of architecture are among the proposed subjects of future research study.

Endnotes

Table 5. The ranking of Sub-topics presented in all target journals within a 20-year period of time. Source: authors.

Rank	Sub-Topic	The Article Frequency	The Articles Frequency out of All	Main Sub.
1	introducing the project in Iran	963	19.39	architecture
2	history and theoretical foundations of architecture	955	19.23	architecture
3	news of architectural events	642	12.93	architecture
4	introducing the project in the west	537	10.81	architecture
5	local and traditional architecture	320	6.44	architecture
6	painting, sculpture, music, calligraphy	150	3.02	architecture
7	introducing the project in the east	140	2.81	architecture
8	interview with an Iranian architect	123	2.47	architecture
9	principles of architectural design	117	2.35	architecture
10	introducing the project of interior design in Iran	116	2.33	interior design
11	introducing the Iranian architect	105	2.11	architecture
12	introducing the project of interior design in the west	104	2.09	interior design
13	introducing books and magazines	103	2.07	architecture
14	urban development	86	1.7	architecture
15	material	84	1.69	architecture
16	building intelligence	69	1.38	architecture
17	introducing a non-Iranian architect	60	1.20	architecture
18	interview with a non-Iranian architect	37	0.74	architecture
19	theoretical foundations of interior architecture	31	0.62	interior design
20	student and universities news	28	0.56	architecture
21	furniture design and decoration	26	0.52	interior design
22	lighting	24	0.48	interior design
23	digital architecture	23	0.46	architecture
24	industrial design	23	0.46	architecture
25	introducing the project of interior design in the east	18	0.36	interior design
26	history and basis of interior architecture in Iran	16	0.32	interior design
27	stylistics of western architecture	15	0.30	architecture
28	stylistics of oriental architecture	15	0.30	architecture
29	introducing the Iranian interior design architect	14	0.28	interior design
30	the principles of interior design	10	0.20	interior design
31	interview with interior architect	5	0.10	interior design
32	introducing the non-Iranian interior design architect	3	0.06	interior design
33	history and basis of interior architecture in world	3	0.03	interior design
-	-	4965	%100	-

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