

Original Research Article

Media as a Tool to Transform the Urban Landscape

Developing a Conceptual Model to Influence the Urban Landscape with No Physical Intervention*

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Abstract | Urban landscape is a type of landscape presenting a new knowledge that has been a contemporary man's new interpretation of space. It defines space, not as a physical entity but a phenomenon with intertwined objective-subjective aspects. According to this definition, whenever the organization of the landscape is a matter of concern, both aspects are expected to affect this relationship. Despite the effect of each aspect on one another, a review of the urban landscape literature on landscape organization - the evolution of the interactive landscape relationship - has been limited to a few actions or physical interventions which affect the objective aspect of the landscape. If the landscape is assumed to be the product of an interactive relationship between objectivity and subjectivity, theoretically speaking, this relationship might change by affecting the subjective aspect of the landscape. This research seeks to understand how the urban landscape can be transformed by a mental intervention rather than the physical one. It also attempts to provide a conceptual model that explains the mechanism of transforming the urban landscape by influencing the minds of citizens. This study seeks to develop a conceptual model using accepted concepts in the three domains; landscape knowledge, psychology, and media. This research employs logical reasoning to explain the relationship between logical propositions in these domains. Interpreting the data through the cultivation theory shows if conditioning messages are sent to change the urban landscape, and affect the feelings and behavior of the audience, it can also affect their attitude and mentality provided that they are constantly exposed to those messages. Theoretically speaking, as the result of the mentality change, one of the two interacting components of the landscape would be subject to change. Thus, some transformations are expected to occur in the urban landscape as a product of this interaction.

Keywords | *Associative learning, Cultivation theory, Media, Objective-Subjective, Urban Landscape.*

Introduction | One of the most important achievements of urban sciences in the last century has been the differentiation between the city and its landscape. The term urban landscape has shown

urban science practitioners that what citizens perceive as the city is not necessarily equal to what exists in the city. When landscape science gained popularity in the urban area, a new attitude towards the city was formed and the city was introduced as an "objective-subjective" phenomenon (Berque, 2008, 88; Swaffield,

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2016, 168; Mahan & Mansouri, 2017, 21; Capone, 2013, 63; Angelstam, Munoz-Rojas & Pinto-Correia, 2019, 1445 Talento, Amado & Kullberg, 2019, 8). The projection of the city image through the minds of the citizens received much attention. According to the definition proposed for landscape, this term does not present an objective entity but also deals with a subjective issue and it is shaped through the interaction between these two factors. Therefore, the purpose of landscape design is to influence this interaction between the objective and subjective aspects based on the knowledge that each affects the other. This shows that the change in either objectivity and subjectivity can affect this relationship. Decades after landscape science gained popularity in the city, the design of a place based on a landscape approach was shaped through some changes made in the objectivity of a place according to the mental state of people in that context. This means that to modify the objective-subjective relationship in the place, its physical characteristics need to change to meet the desired mindset of its residents. However, sometimes it is impossible to provide the required conditions for changes when we are dealing with the objectivity of the landscape - the physical environment. It may not be possible to affect the body of landscape due to the existence of obstacles - economic, social, and historical, etc. In this case, is it possible to find a way to change the urban landscape without changing its physical aspect even though there is an interaction between the objective-subjective aspects of the landscape? So far, the desired landscape has been designed by making a change in its objective

aspect, however, the relationship between objectivity and subjectivity is bi-lateral. This means that the desired perspective can also be achieved by changing the mental dimension¹. However, available studies on urban landscape show that no research has specifically addressed how the urban landscape can change through mental intervention and no conceptual model has been developed to change the urban landscape without any physical interferences². This research also seeks to understand how the urban landscape can be affected through mental intervention rather than the physical one. It also attempts to develop a conceptual model which explains the theoretical mechanism of changing the urban landscape by influencing the minds of citizens (Fig. 1). For this purpose, in this study, first, the conceptual background of the urban landscape has been introduced and the role of mentality in its “objective-subjective” nature has been highlighted, then, based on the basic concepts of learning in psychology and cultivation theory in the field of media, a conceptual framework has been developed.

Research questions

1. Is it possible to influence the urban landscape through the media without any physical intervention?
2. Which proposed model can present the influence of the media on the urban landscape?

Research hypothesis

According to cultivation theory³, media can be used as a messenger for sending associative messages. If

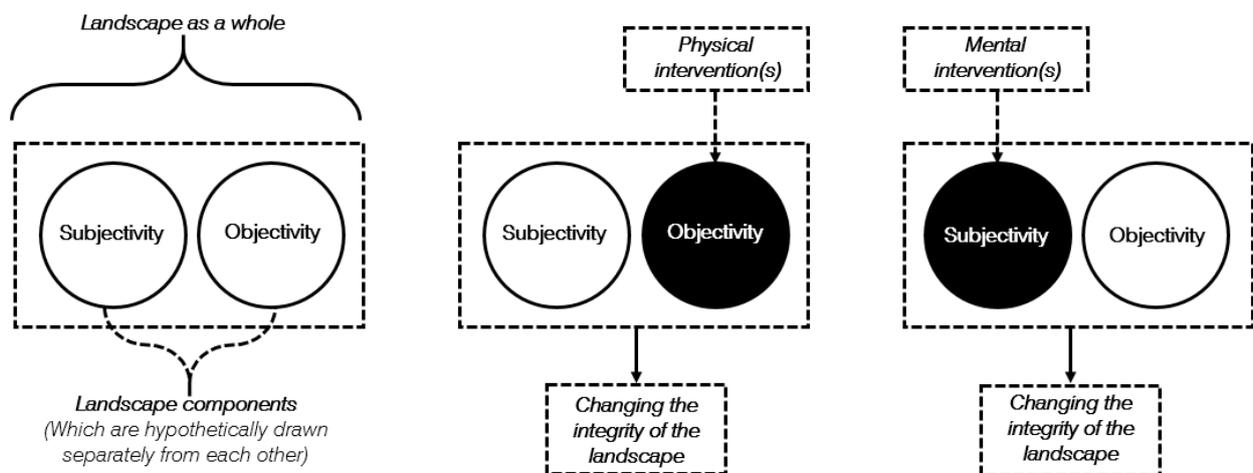


Fig. 1. Right: The landscape as a whole is composed of two intertwining components of objectivity and subjectivity; Middle: What is common as a method of transforming the landscape is to change the landscape through "physical intervention"; Left: If it is accepted that the landscape is the product of an interaction between the objective and subjective dimensions of space, then it seems that this relationship can be transformed through a subjective intervention. Source: Authors.

conditioning messages sent to the citizen can affect their feelings and behavior, it can also affect their attitude and mentality. Since with changing mentality, one of the two interacting components of the landscape (objectivity and subjectivity) is subject to change, the urban landscape as a product of such interaction has been expected to change.

Research method

This fundamental⁴ and interdisciplinary research draws upon the information of three fields, landscape, psychology, and media to create a logical structure based on the research goal. Since this research attempts to develop a conceptual model based on concepts, it adopts an argumentative method to express the relationship between logical propositions and create new ones. In other words, this research attempts to discover the cause and effect relationships using an approach based on qualitative arguments. It also presents logical chains of propositions in different sciences to contribute to conceptual consolidation. In this study, first, the basic concepts of research are proposed from the lens of landscape, then by stating the related concepts in the field of psychology and media, a connection is established between these fields. This results in the final proposition or conceptual model which is a synthesis of previously accepted propositions.

Literature review

So far, several studies have been conducted on the subject of the city and the media. These studies can be classified into three conceptual categories: “revealing urban narratives”, “turning the city into a brand” and “feedback from citizens”. The main part of the research that falls into the first category deals with the role of the media in reflecting the mindset of citizens in the city. The basis of these studies can be attributed to an attitude that is in a stream between the disciplines of mythological concepts and spatial narratives with urban planning. Using the term “narrative of urban planning”, Secchi (1984), drew the attention of urban planners to the effect of reproducing mythological concepts. However, this research did not become an effective trend in urban planning. Researchers such as Sandercock (2003), Throgmorton (2003, 2007), and Childs (2008) have also attempted to link urban narratives with urban planning. Similarly, Viña and Mattelmäki (2010), Matthey (2011, 2014, 2015), and Van Hulst (2012) have discussed narrative models in city planning. Penz and Koeck (2017) have used images in cinema archives as strategies to promote citizens’ knowledge about the city and increase the

spatial identity of urban areas. However, in this study, the existing narrations do not play any role in giving meaning to space, and “narrative production” has not been seen as a tool to improve the urban image. The fundamental difference between this study and the present research is the emphasis put by researchers on producing the urban form based on “existing narrations”. In addition, often symbols evoking the existing narrations have been produced based on “physical intervention” in the city form. The second stream of research is in the area of urban economics and tourism and has aimed at “turning the city into a brand”. Avraham and Ketter (2008) in their book “Media Strategies for Marketing Critical Cities” promote the image of the city to recover the tourism economy through improving the physical space of the city. Similarly, Avraham (2000, 2004), Larsen (2014, 2018) have researched the factors affecting the image of the city using a tourism approach. Luzuka (2015) and Sevin (2016) also refer to the process and capabilities of mass media such as Twitter, Facebook, etc. in urban branding and explain the ecology of media and theories of urban branding. In addition, Kim, Lee, Shin and Yang (2017) have examined the positive effect of mass media on creating a positive mental image and attracting tourists to tourism destinations. In two similar studies, Shirvani Dastgerdi and De Luca (2019) and Karakov, Zaslavskaya, Radulova & Vorontsova (2020) have also explained the stages of creating an urban brand. Despite the similarity in some respects, this stream of research differs from the current research on “purpose”, “strategy”, “tools” and “audience”. Since the purpose of these studies is to promote tourism, their focuses have been on aspects that are related to this issue, on the other hand, strategies have relied on recognizing the existing identity - instead of producing a new meaning - to cultivate and expand it. Also, in explaining the conceptual model, these researchers have used the tools of physical intervention as well as the ones influencing the mind. In addition, the mind of the “tourist” - not the citizen - is explained and the focus has been on the characteristics obtained based on the perceptual experience of the tourist. As many tourists get their initial interpretation based on the media - not the environment - and the media do not change their interpretation of the environment practically - this is contrary to the subject of this study. The last group of studies has focused on the ability of mass media to “elicit feedback” and understand the behavior of the audience and improve the urban design and increase citizen participation accordingly. For example, some researchers such as McQuire (2008), Cardona (2020),

Urbanowicz and Nyka (2016), and Marti, Serrano-Estrada and Nolasco-Cirugeda (2019) have shown how media strategies based on citizens' feedback can be effective in urban planning. In this group of research, the mind of the audience stays intact and the external body of the city is manipulated based on the mindset of citizens.

Theoretical foundation

The study focuses on an issue for which the required logical propositions explain it independently in the existing disciplines. Therefore, to form a conceptual model, we need to examine the logical relationship of accepted propositions by investigating interdisciplinary topics (in three areas of landscape knowledge, psychology, and media). Accordingly, the theoretical foundations of the research can be explained in three sections: landscape, psychology, and media.

• Landscape

- Objective-subjective nature of the landscape

The landscape, which experienced many conceptual changes over the centuries, underwent its most fundamental philosophical development in the twentieth century. With the advent of phenomenology, the relationship between subject and object (perceived and perceived object) entered a new phase and this brought some changes to the concept of landscape in philosophy and art. Contrary to the dualism of the first modern thinkers such as Descartes and Locke, some scholars including Husserl showed that perceptual experience is not just what the naked eye sees, but includes the wide range of hypotheses, memories, associations, and predictions that contribute to the richness of experience (Carman, 2012, 33). Merleau-Ponty introduced the phenomenology of perception. To evoke the perception, he often used the example of landscape and its perception (Alehashemi & Mansouri, 2017). The new understanding of landscape was formed when a group of natural phenomena, widespread on the surface of the earth were perceived by a particular type of union (Simmel, 2007, 25). In this case, the landscape not only represents a tangible and visible phenomenon but also is a mental or imaginary subject existing in the mind of the audience (Swaffield, 2016, 168). In other words, the landscape is a kind of place with objective and subjective dimensions which are inseparable (Mahan & Mansouri, 2017, 21), and has biological, ontological, and logical assumptions (Berque, 2013, 25). Thus, the landscape is the result of the synthesis of two dimensions of objectivity and subjectivity, which creates a unified integrated concept that is inseparable and can be understood through a

coherent and holistic approach. The urban landscape is not only a physical entity but also a phenomenon with intertwined dimensions of material and meaning. Therefore, in this view, the human perceptual system is recognized as a profoundly influential factor in the formation of the "city"⁵.

- Landscape as a text

One of the most important interpretations related to the semantic view of the city in the last century is the recognition of the city as a text in the sense that the city as a "symbolic" phenomenon includes concepts that are conveyed to the mind of the audience. The textual landscape includes all human cultural products that are tasked with conveying inherently dynamic, diverse, and sometimes socially contradictory and unsolvable meanings (Duncan, 1990, 56; Barnes & Duncan 1992, 3). In other words, the city is a text whose visual structure is mixed with the mental image of the people (Boyer, 1994; Adelvand, Mousavilar, A., Mansouri, 2016, 41) and the landscape is a message that is sent to the audience (Bellentani, 2016; Terkenli, 2001). Today, reading the landscape as a text or speech has become one of the valuable tools in the interpretation of natural and man-made environments. But what is remarkable is that the landscape can be interpreted not only as a concept but also as a linguistic structure (Faizi & Asadpour, 2013, 4), which is one of the most important features of the messaging landscape. Urban landscape can be used for conveying the message to the reader (Sholeh, 2011) since it is featured with continuity, coherent content, adapted use of components and elements of previous texts, and purposefulness. In other words, because of its symbolic essence, the urban landscape is no longer a fixed text but is a dynamic language structure that can transmit data to citizens. It can also evoke multiple messages in the minds of the audience over time.

• Psychology

- Associative learning

In the last century, major advances have been made in cognitive psychology which focuses on therapeutic purposes. Psychology attempts to solve many physiological problems by changing one's perception of the environment than changing external behavior-. Advances in human cognition have provided psychologists with the ways through which cognition is affected in the face of an external factor, called "learning." Learning can be interpreted as the process of making a lasting change in behavior or behavioral ability that results from experience. The changes cannot be attributed to the temporary state of the body, such as what occurs due to illness, fatigue or drug use, or developmental processes (Olson & Ramirez, 2020,

30; Gagne, 1994, 21; Khalaatbari, Ghorban Shiroudi & Sam Khanian, 2011). One of the most important theories in cognitive learning is associative learning or conditioning in which two stimuli are linked and intertwined (Kimble, 1961, Kazdin, 2000, Pearce & Bouton, 2001;). The most practical application of associative learning theory is in consumer psychology, which studies the way consumers think, feel, reason, or choose. That is why many current advertisements somehow use classical conditioning (Perner, 2001; Bettman, 2001). Thus, according to associative learning concepts, based on his experiences of reward or punishment gained over time, one learns how to express a particular behavior or feeling in a particular situation

- Influencing attitudes through behavior and emotion

One of the significant issues related to associative learning is the possibility of influencing attitudes through behaviors. Although associative learning, as mentioned above, can send associative messages that affect people's behavior and even feelings, the question is if this effect can change people's attitudes and beliefs? Researchers have long been interested to find the answer to this question because the popular view has always considered attitude as the origin of emotions and behaviors. However, research on the relationship between behavior, emotion, and attitude in psychology has shed light on learning in recent decades. Available studies have been conducted to treat addiction by

changing the behavior of clients and explain how the change in attitudes of individuals can occur through the repetition of behavior and the creation of emotional actions. The theory of "Cognitive Behavior Therapy"⁶ shows that contrary to the common notion that emotions and subsequent behaviors are the results of people's attitudes, behavior also affects beliefs and attitudes toward the world (Beck, 2011; Santroc, 2018). In other words, the process that was thought to be uni-directional moving from the attitude then affecting the feeling, and then the behavior, is cyclical. This means that the behavior - which is placed at the end of the process - also affects the attitude. This theory, now known as the scientific principle, is a psychotherapeutic approach that targets dysfunctional emotions and maladaptive cognitive behaviors, processes, and themes through some systematic, explicit, and purposeful methods⁷. Later, theories such as "behavior change" practically tested how people's behavior and attitudes are influenced. These theories, which examine environmental, personal, and behavioral characteristics as the main determinants of behavior, have been used in recent years in areas such as health, education, criminology, etc. (Steg, Van Den Berg, De Groot, 2017, 219). This implies that the induction of associative behavior (conditioning) can, by repeatedly sending an associative "message", create behavior and emotion in the sample and affects his attitude⁸ (Fig. 2).

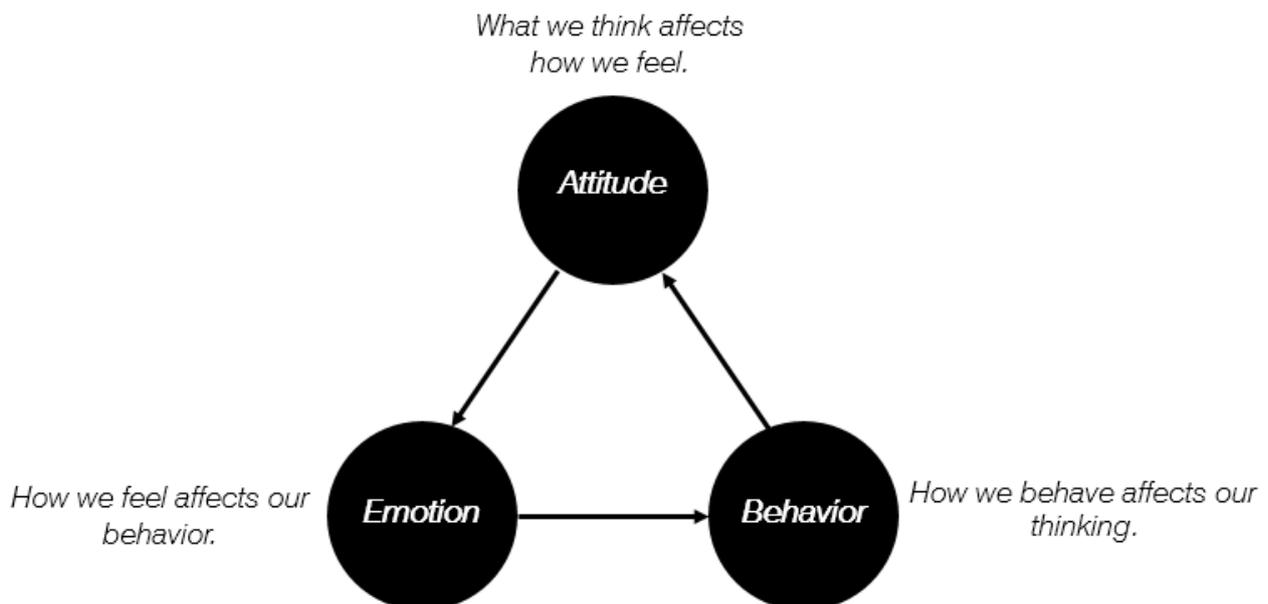


Fig. 2. The cycle of behavior, emotion, attitude, Aaron Beck explains that, contrary to popular belief that behaviors are the result of feelings and emotions are the upshot of attitudes, this process is a cycle in which attitudes themselves are influenced by the behaviors of individuals. Source: Authors based on Teater, 2013.

• Media

- Cultivation theory

One of the most powerful persuasive factors, the media or technology which is used for conveying the message, has influenced its audience recently. Media in its general sense means a mediating agent or thing, and in a specific sense, it is any means that mediates between the message and the recipient. Therefore, the media are tools for conveying the message to individuals and people, and over time, their forms have evolved from “primary individual” to “advanced collective” forms (Zokaei & Hasani, 2016, 41). “Individual primacy” has developed in the form of “collective progress”. According to sociologists, today’s world depends on continuous communication and interaction between people who are very different from each other. In the ancient world, traditions used to be transmitted in the local community, and cultural ideas gradually spread over large areas, and the processes of cultural dissemination were long, slow, and intermittent. Today, media have helped people to live all over the world (McQuail, 2006). In the past, the influence of the mass media used to be limited to entertainment, and its impact on the cultural attitudes of the society was considered insignificant. Giddens finds such a view completely misleading and argues that media is a groundbreaking tool playing role in shaping the culture of society. Nowadays, this tool can change social attitudes and by providing the framework based on experience and cultural attitudes, creates a structure within which people interpret and organize information (Giddens, 2000). Today, media is not just a messenger but is a device for producing meanings and influencing the attitude of the audience. As McQuail states, the role of the media can be viewed from four perspectives: the “transitional approach”, which interprets communication as merely the transmission of a message; “Religious approach” considers communication as the production and exchange of meaning, “propaganda approach” argues that the main purpose of the media is not to convey meaning but to attract the audience, and finally the “receiving approach” emphasizes the role of the audience⁹ (Mahdizadeh, 2009, 11-15). The role of - media in shaping the collective attitude in the new century has expanded to such an extent that some scholars such as McLuhan have interpreted it not as a messenger but as the message itself (McLuhan, 1998) which has had far-reaching consequences on the dimensions of contemporary human life. Gerbner states that the public media have gradual but coherent and influential effects on the attitudes and beliefs of audiences. In other words, the media unifies the roles,

behaviors, and attitudes of people in society and affects culture (Gerbner, Gross, Jackson-Beeck, Jeffries-Fox & Signorielli 1978; Gerbner, Gross, Morgan & Signorielli, 1986; Gerbner, 1998). In other words, the more people spend time interacting with the media, the more their beliefs and assumptions about life and society will be consistent with frequent and consistent messages that exist in entertainment arts and television entertainment programs¹⁰. What is remarkable is that the process of nurturing is not straightforward, but rather like an attraction process in which each group of viewers may strive in a different direction, but all groups are influenced by a single central current. Therefore, cultivating is part of a continuous, dynamic, and progressive process of interactions between previous messages and contexts (Mahdizadeh, 2009, 79-80). This theory holds that the media can present a false image of truth to their audience to the extent that the audience refrains from interpreting the content of the media and instead of realizing the objective truth around them, tends to believe that media images are true. Slowly regular viewers will believe in a reality that is consistent with what is shown on television even though television does not always reflect the real world (Littlejohn, 2005, 753). However, media messages are not necessarily a reflection of the reality of the world and are often far from it, but because of its constant repetition, it is eventually accepted as a consensus view of society, and continuous contact with the media world can ultimately lead to the acceptance of the media view of the real world (McQuail, 2006, 399; Shanahan & Morgan, 1999). In other words, by monopolizing other sources of information, thoughts, and awareness, the media can induce worldviews, common roles, and values to the audience (Severin & Tankard, 2018, 390-391). In fact, the basis of the feature of “entertainment” - or the same pleasure - in the media causes this phenomenon to go beyond a messaging tool and can guide the minds of the audience by sending associative - or conditional - messages¹¹. In other words, the theory of cultivation explains that individuals are exposed to planned messages - goal narratives through media- and draw inferences from the reality of the outside world that is targeted by the messages (Mosharafa, 2015, 23; Shrum, 2017, 1). (Fig. 3).

Discussion

As previously stated in the theoretical foundation, this article examined the accepted logical propositions in each discipline in three areas: landscape knowledge, psychology, and media. To this purpose, we first scrutinize the propositions of each knowledge through

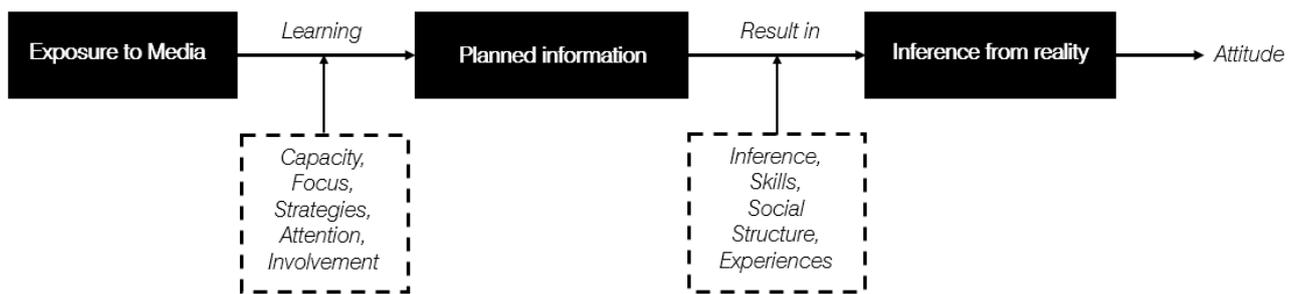


Fig. 3. Cultivation theory. Source: Authors.

logical reasoning, and by linking interdisciplinary concepts, we propose a conceptual model that can have an impact on the urban landscape without any physical intervention.

Proposition a: Landscape is an objective-subjective concept whose physical and semantic aspects are inseparable. If the landscape is thought of as a model of the interactive and intertwined relationship of objective and subjective dimensions, the action on either of the dimensions will affect the whole relationship. Therefore, if there is a chance of changing the mentality of people, the whole perspective relationship will change. On the other hand, the landscape can serve as a text and even a messenger device and convey meanings to the minds of citizens. Therefore, the landscape in its conceptual structure, which is an objective-mental entity, can transfer meaning to the minds of the audience.

Proposition b: Over the past decades, psychology has proposed methods to affect the mind of the audience with the aim of treatment by changing the mindset through associative learning. Over time, the methods have been tested in various ways from different aspects. Associative learning was able to provide codified methods that induced individuals to perform predicted behaviors and emotions through stimuli. In the past, there were ambiguities that associative messages only affect the audience's behavior and feelings and may not lead to a belief or have a temporary effect. Later, the discovery of theories such as the Behavior, Feelings, and Attitudes (CBT) cycle revealed that continuous exposure to the messages can affect behavior and emotion and even also lead to a change in people's attitudes to a great extent. Studies that were carried out to change the attitude, tested the practical methods whereby the audience- individual and collective - was influenced and its success was a major reason these methods were used for therapeutic, commercial, political purposes in recent years.

Proposition c: Based on the mechanism of associative learning, media can affect the mind of the audience since it is a tool equipped with various stimuli - including pleasure- through which associative messages are sent. The messages are based on the theory of media cultivation, and more importantly, they can be sent continuously. This method has long been practiced for many years in interdisciplinary fields such as advertising psychology and it has been used for commercial purposes¹⁰. Since the media, as a messenger device can send associative messages, by conditioning the messages, the audience's feelings and behavior can be influenced and their attitude and mentality might change.

Synthesis: The connection among the three propositions shows that by changing the subjectivity of the landscape, one of its two interacting components (objectivity and subjectivity) would be subject to changes with the change of subjectivity. In application of this theory, we can expect that the landscape, the product of this relationship, would experience some changes. Based on what has been discussed it is possible to present a model based on associative learning through the media that affects the mental component of the landscape relationship. Therefore, if the target narrative finds a way to the mind of the audience through associative or conditional media messages, it can affect their interpretation¹². In this case, with a new interpretation of the subject, the mentality of the audience changes. As mentioned, by changing the subjective component of the landscape, the integrity of the landscape changes, and finally, the audience interprets the environment based on the target narrative. This means that the audience's primary and secondary interpretations of the environment would not equal and the landscape would be transformed (Fig. 4). Therefore, it can be said that through this conceptual model, it is possible to think of the possibility of non-physical solutions to change the

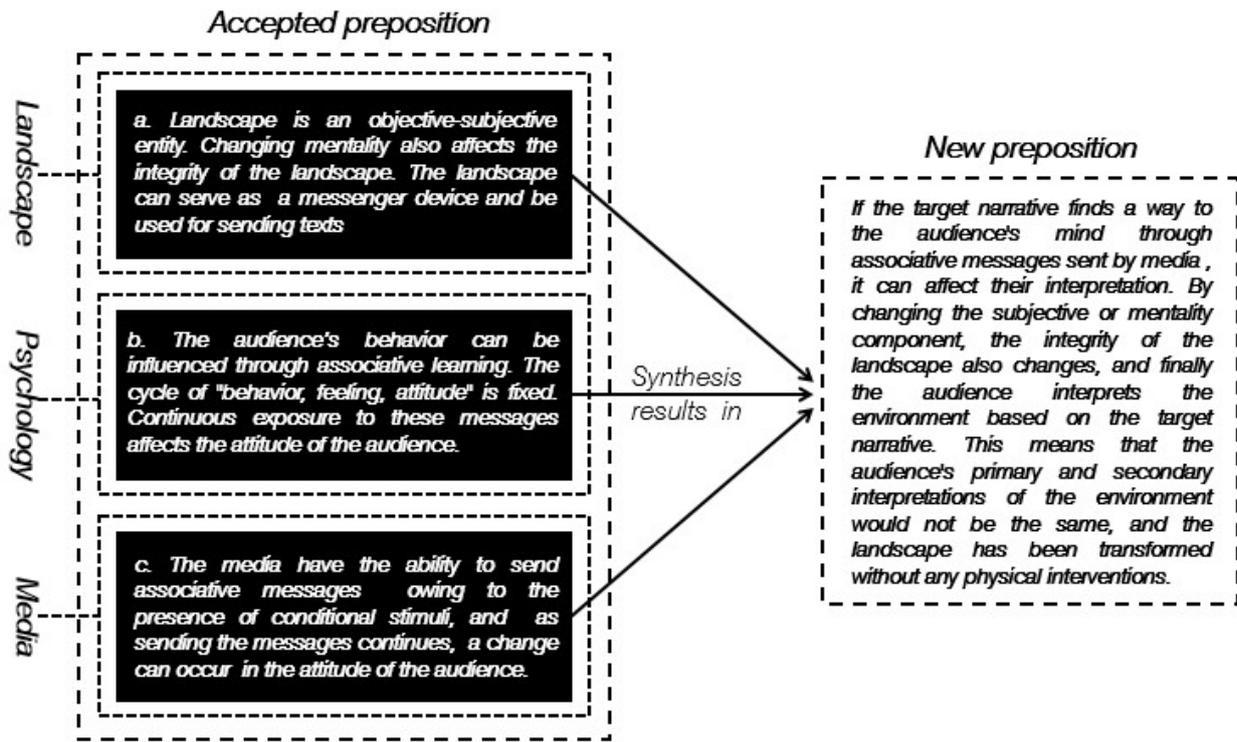


Fig. 4. The synthesis of accepted propositions in the field of landscape, psychology, and media sciences provides a new proposition that suggests the possibility of influencing the landscape without physical intervention through media cultivation. Source: Authors.

landscape of the city in which the landscape is affected through the media without any physical intervention in the city.

Conclusion

Urban landscape is an interpretation of urban space that presents it as a phenomenon with intertwined objective-subjective aspects. So far, the strategies proposed for organizing the urban landscape have been subject to the creation of physical interventions - affecting the objective aspect - to change the integrity of the landscape. However, the action associated with the subjective aspect of the landscape is expected to change its integrity as the landscape is the product of the interaction. In response to how to affect the subjective aspect of the landscape, this study provides a conceptual model that explains how to affect the mentality of citizens without physical intervention, through logical reasoning using the information in three fields: landscape knowledge, psychology, and media. According to this model, the media as a messenger device has features that enable it to send

associative messages. If conditioning messages about the urban landscape find a way to the minds of citizens that affect their feelings and behavior, it can also affect their attitude - or mentality. Influencing mentality means that the whole of the landscape relationship is affected. In other words, by influencing the minds of citizens and creating a goal narrative, the existing objectivity has acquired a new meaning without being changed. Therefore, if these messages are aimed at transforming the urban landscape, it can theoretically be expected to affect the urban landscape through such a conceptual model without physical intervention. For example, if under certain circumstances there is no possibility or effort to influence the landscape, citizens' interpretation of the body of the city can be transformed without changing the objectivity of the city, through media cultivation and by sending associative messages related to the city's body. Since the urban landscape is the product of the interaction between the citizens' minds and the body of the city, despite the stability of the objective aspect, the urban landscape will change through mental intervention (Fig. 5).

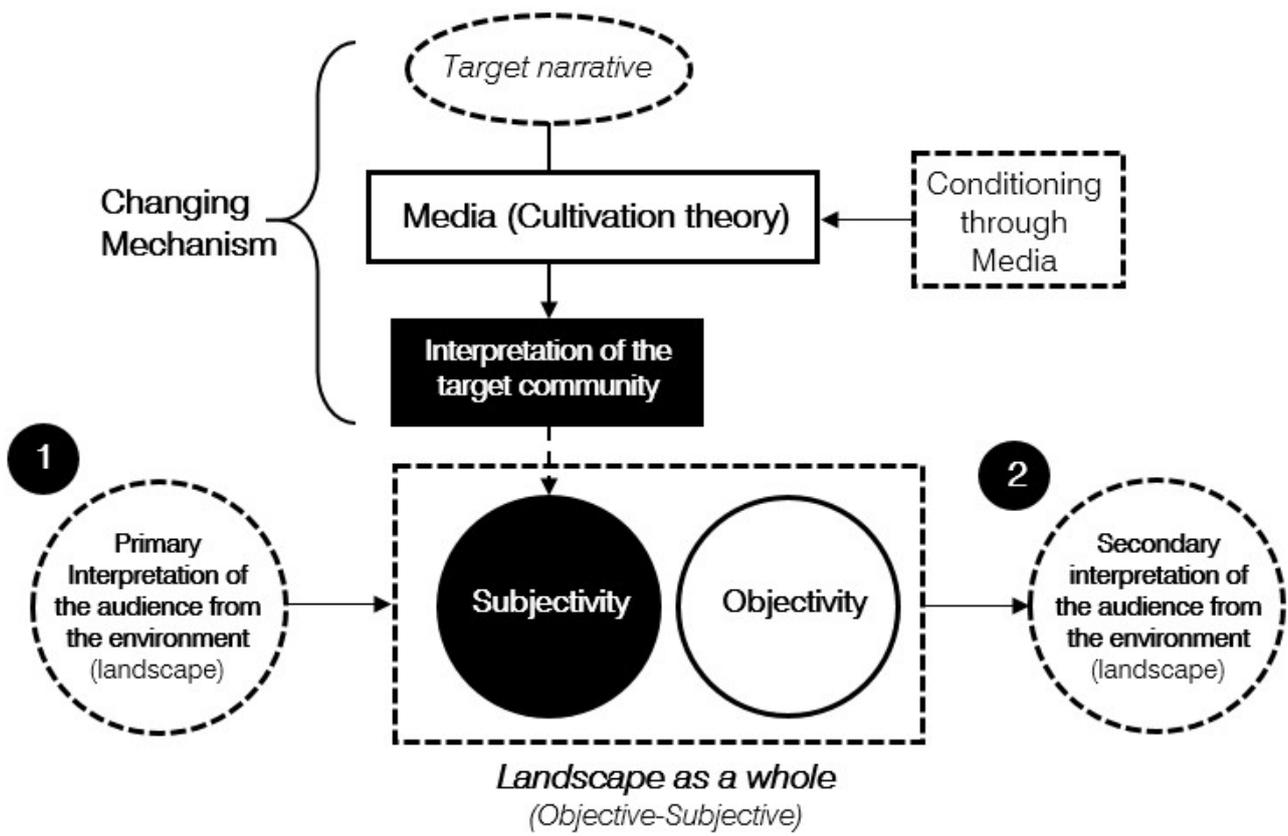


Fig. 5. Conceptual model of influencing the urban landscape through mental intervention. Source: Authors.

Endnote

*This article is part of Morteza Hemmati's doctoral dissertation entitled "The effect of cultivation of media on the urban landscape: developing a conceptual model of the urban landscape through mental interventions" which is being supervised by Dr. Seyed Amir Mansouri and advised by Dr. Nasser Barati in the Faculty of Architecture of the University of Tehran.

1. According to some scholars, the subjective dimension of the landscape cannot be considered completely equivalent to the "interpretation" of the objective dimension. In this view, which focuses on the ontological dimensions of phenomena, the subjective dimension does not necessarily reflect the material dimension, but it is an interpretation going beyond the reading of the original truth to achieve a higher level of perception of the truth of space. According to such an attitude, the process of perceiving the truth of space through its material is not limited to decoding and association; It also leads to the world of generalities and facts. Therefore, since the purpose of this study is not to compare and evaluate this attitude with a view that introduces the mental dimension which is equivalent to the interpretation of the objective dimension, we can cautiously consider association as a level of the mental aspect.

2. For example, Mansouri (2010) in an article entitled "Urban Landscape: The control of the qualitative measures with quantitative components" argues that changes in the urban landscape only occur through quality matters and physical tools.

3. In specialized media texts, this term has already been translated the same. As this term refers to the act of nurturing and has the implicit meaning of nurturing the mind, in this study, "cultivation theory" has been used.

4. Fundamental research refers to a type of study whose main purpose is to increase the scope and spread of knowledge through the discovery of facts and truth and the recognition of phenomena though they may have practical application. The purpose of this type of research is primarily to produce and acquire new knowledge and new scientific laws or to explain the characteristics and attributes of a fact, to better understand the facts (Barati, Davudpur, Montazeri, 2012, 23).

5. The introduction of the concept of landscape, which interprets the city as an objective-subjective entity, is a turning point in the knowledge of the city in the last century. Similarly, Waldheim states that looking at the city through the lens of a landscape is a dramatic change in understanding the city (Waldheim, 2016, 2-11).

6. Aaron Beck's theory is called Cognitive-Behavioral Therapy, abbreviated as C.B.T.

7. In addition to cognitive-behavioral therapy, other theories have explained how attitudes can be influenced through

behavior. The theory of "cognitive dissimilarity", for example, states that human beings seek to reduce the discomfort (or inconsistency) caused by their dissimilar thoughts in such a way that if a person fails to justify the unity of words and deeds, he will experience tension and discomfort. In this regard, a person has two ways to reduce his cognitive inequality by changing either his behavior or his attitude. The theory of "self-perception" also states that in many cases, people are not even fully aware of their attitude and look at their behavior to be aware of their attitude (Aronson, Wilson & Akert, 2004 & Aronson, 1995; Santroc, 2018).

8. The theory of "mental space" by Dolan et al. (2012, 264-277), deals with the issue of "how can the behavior of individuals and society be changed through public policies?" This theory argues that such changes in the mental space of the audience depend on the effect of messenger, "motivation", "norm", "default", "superiority", "initiation", "effect", "commitments" and "conscience" (ibid., 264).

9. The media can be divided into three categories based on the role of the audience: "broadcast (closed)", "participatory (semi-open)" and "interactive (open)" (Zokaei & Hasani, 2016, 40). McQuail thus distinguishes between audience- approaches and place them in three categories: the "structuralist tradition" in which the audience is the market customer, the "behavioral tradition" in which the effects and applications of the media are examined, and finally the "cultural tradition and receipt analysis" which deals with the prominent role of the receiver (Mahdizadeh, 2009, 16-21).

10. For example, Grush's research showed that in the victory of candidates in the first round of elections, there was a significant relationship between the number of their emergence in the media and the votes of participants in elections (Grush, 1980).

11. A well-known example of the commercial use of associative messages in the media, which is often referred to in psychological research is the Coca-Cola brand. By symbolizing the concept of "pleasure" in media, this brand succeeded in dominating the beverage market. Another important example is the cigarette brand "Lucy Strike", which with targeted advertising under the supervision of Edward Lewis Bernice was able to change the negative mentality of women towards cigarettes. By tying his product with concepts such as "independence", he managed to expand his target market significantly.

12. Numerous components affect the efficiency of associative messages (Fig. 5), but theory and experience in other areas - show that this method is effective in general. Future research can empirically examine the degree of its impact and the components affecting it.

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