The Study of Measuring Cultural Capital Indices on Students' Media Literacy
(Case Study: Students of Payam Noor Center of Qainat)

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Abstract

Media literacy is a set of approaches that are active against broadcast media and follow its messages critically and rigorously. The purpose of this paper is to measure students' benefit from media literacy and the study of the role of cultural capital and its indicators in increasing the media literacy. The theoretical framework of this research is a combination of Bourdieu, Hobbes, and Tamen's theories. The method of this survey is of a practical type; and the statistical community of Payam Noor University students the sample size was 374 by Cochran formula and selected by stratified random sampling method. The tool for collecting self-researcher's questionnaire has been constructed. After estimation, reliability of the questionnaire was obtained by Cronbach's alpha of 0.93%; the formal credibility of the questionnaire has been made by sociologists. Using the Spss22 software and using descriptive and inferential statistics (Pearson, regression), the results of this study indicate that there is a relationship between the independent variable and the dependent variable (media literacy rate). The student literacy rate of media literacy has been assessed at a low (57.5%) percent rate, according to the results. Based on the results of cultural capital regression with a beta of 0/163, it has been able to explain the dependent variable of

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media literacy, Also, the results show that the prediction of the amount of cultural capital can explain 68.5% of variance of dependent variable, As a result, the effective relationship between cultural capital and media literacy is equal to 0.241. Based on the total, the total analysis of the indicators of cultural capital path analysis of 0.749 billion is directly and indirectly explained by media literacy.

Keyword: Students, Cultural Capital, Media Literacy, Payam Noor, Qainat