

Urban reviewing Iran as a mirror taking on the world capitalist system

¹ Masoumeh Bagheri, ² Abolfazl Zamani

¹ MA in climatology in environmental planning, Islamic Azad University, Science and Research Branch of Tehran, Iran

² MA student in political geography, Faculty of Geographical Sciences, University of Kharazmi Tehran, Iran

Abstract

There are special rules for every city and language. Rules under the influence of mechanisms and actors (actors) are created numerous. The product corporations rules (mechanisms and structures), it can be assumed that they have contributed in the past to the present. The product of the past, present and future is under consideration. What today's cities (in the Third World in particular) affects the characteristics of economic, political, social, cultural, national and international level. The rules of the urban spaces explaining the structure of a society. Although urbanization in Iran dates back thousands of years. But in the contemporary urban phenomenon associated with structural spaces within and outside the country; this phenomenon has caused the country's urban population from 31.7 percent in 1956 to reach 4/71% in 2011. This study aims to investigate the views of political economy aspects of urban development in Iran with respect to consumerism in the cities, before the collapse of the ancient culture of Iran and this could explain the influence of Western culture. The research method is descriptive - analytic. The results show that what happened in Iran in the form of urbanization, more to consumerism and Western consumer culture, And rupture of the pure Islamic culture - the Iranians themselves. The result of this event to analyze and challenge the rule of the central government authority leads.

Keywords: urbanization, consumerism, formal rationality, authority

1. Introduction

Cities such as language based on rules and specific directives are formed. This means that for every city there are certain rules of language. Rules under the influence of mechanisms and actors (actors) are created numerous. He product corporations rules (mechanisms and structures), it can be assumed that they have contributed in the past to the present. The product of the past, present and future is under consideration. What today's cities (in the Third World Ali Alkhsvy) affect the characteristics of the economic, political, social, cultural, national and international level. Under the rules of the cities of these factors are formed Effect, and the formation of rules in history has been as continuous and complement each other. New rules have always been complementary to the previous rules and does not create a break between them. The rules of the urban spaces explaining the structure of a society. Although urbanization in Iran dates back thousands of years, but modern urbanization in the country, a phenomenon associated with structural spaces within and outside the country; this phenomenon has led to urban population from 31.7 percent in 1956 to reach 4/71% in 2011. Urbanization in the country as well as urban high concentration in certain areas (Tehran, Mashhad, Isfahan, Tabriz and Shiraz) have been followed. So that the sum of several large cities including the surrounding region of Tehran (Karaj, Shahre-Ghods, Shahriyar, Islamabad, Mallard, etc.) totaling 55 percent of the total urban population in their country. Many clinical studies have been conducted in this regard.

2. Materials and methods

Significance of this research at the present time requires that an analytical-descriptive method be employed in line with evaluation in large scale. Data were extracted through library

study and using domestic and foreigner resources within political geography, geopolitics, international relations and political sciences. Domestic resources as well as professional views and comments were uses too.

3. Theoretical Foundations

Formation of forms associated with social processes manufacturer is (Harvey, 1993) ^[5], the process in historical context and the continuous operation and thus form and perspective resulting product different processes in the different times in a geographical environment are. In answer to the question of how the process is formed, it is necessary to have knowledge about these processes shaping spaces. In this article, the purpose of the space, the space is conceptual and symbolic social relations within the geographical areas defined in different times and dialectical relationship with people, society, the prevailing ideology, interests, preferences, and economic characteristics, social and cultural the same community. In fact, "space and relative connection mode" and at different times because of the mutual relationship is changing within itself (Murdoch, 2006) ^[9]. There is space itself but space is generated social space of social relationships in society "(Lefebvre, 1991, 73). Space has been the subject of study and the manufacturer is considered important social processes. Time can be a social process that human activity is at some point the "(Werlen, 1993: 1) ^[13]". Space from top to bottom by powerful actors to impose their own version control and defined". (Cloke & Johnston, 2005: 84) ^[2]. so if your space constructive social processes and social products to be considered as a function of time and place and was affected by economic, social, political, cultural in a society in different periods of history. According to Harvey "space is dependent on conditions. The conceptualization of space by human behavior is resolved.

The question of space, what is? Has given way to this question: How is that different human behaviors, highlights the different concept of space is created and used "(Harvey, 1973, p: 140.). We need to see how space is formed we have different opinions; Marks ownership of the means of production engine of history knows Therefore, there is space in your topics addressed directly to the, But the type of ownership of the means of production caused a particular social relations in the society. For Marks the space of social relations in society, especially among explain classes; In fact, Marks ownership of the relations of production and social relations in that society defines space, As a result, space and social relations have achieved together dialectical relationship (Zieleniec, 2007, 5-7) ^[14]. The concept of "demand" due to the formation of social relationships in different time and space knows of his promise; human behavior usually needs to be raised in society, But behind this need are always "demand" has been. "There is only an indisputable fact that behind the phenomenal world, and its continuous aggressive efforts or" desire "is". Nietzsche agrees with Schopenhauer, Nietzsche wanted to be everything, but it determines the will to power (to ask for power) is "(Robinson, 2000: 11) ^[11]. "For Nietzsche, the only real truth about us and the indomitable will power. This means that only the truth to the human race itself creates, that is useful and helps as a present, to survive. Knowledge and truth are not only effective means higher existence "(ibid, 15)." It Nietzsche human values reflect some efforts have always been in power. Consequently, in order to impose the will of a group of their own values to others" (ibid, 26). "This world, the world is will to power - and nothing more! And you also have the will to power and nothing more!" (Kahoon, 2006: 131). Terms of Michel Foucault "or fundamental meaning of things lies not only in the layers of meaning in the work that are stacked and the truth and the necessity to find evidence, And genealogy of all breaks. Human beings to production reality and necessity rule self and others. While the origin of truth, universality and there is no time. As a result, there is no progress can only be said of the performance end to the domination and subjugation "(Boshiriyeh, 1996: 15). "Foucault power is an important factor in shaping the discourse in the community, And hence space and social relations within which power relations in society is the product Foucault. Foucault's not something belonging to the government from power, the ruling class or the ruling party. In contrast, a strategy of power: Power is not an institution, not a structure, but the strategic situation is complicated and plurality of assigned forces. Wherever there is power, there is resistance and the power actually to your advantage requires a large number of points of resistance. In other words, power relations network at the same time with a set of forms of resistance. Foucault "power in the community sector (and in no particular party ownership) has a positive impact" (Lechte, 1994: 129) ^[7]. The theory, according to Giddens, power as well as the meanings and norms, is inherent in all social life (Giddens, 1981, 21) ^[5]. Giddens terms of what actually exists in the agency, structure and strength, power agency is the fundamental basis (Pearson, 2005: 146) ^[10]. All social interactions involved applying the concept of power as a necessary logical connection between human action and the capacity to change are possible. Power within the social system can be as independent and dependent relationship between actors is analyzed the reproduction of

the structural features of domination (Giddens, 1981, 21) ^[5]. Giddens protest Foucault believes that power should not be considered as a mysterious phenomenon that is omnipresent and constitutes the basis of everything. Higher power logic is not true, meanings and norms cannot be considered as power or mysterious Jaftadh (Giddens, 1999: 295). According to Giddens, deprived of power can subtly of it as a lever for freedom in some areas, exploit, strikes, civil disobedience, boycotts, Strategically Rate performance are all tactics that deprived the dialectic of control in what Giddens calls will apply (Cohen, 2000: 435). According to Giddens, A. effects of the structural properties of human institutions are only the simple reason that they are produced and reproduced daily actions. As a result of the structural impact on the contracts and conventions that both tools, And a result of these shoes are the norm is what people do in their daily life (Pearson, 2005: 144) ^[10]. According to the theory of structuration, development and survival time social interactions and social dislocation occurs. Giddens is the main problem of social theory associated with the interaction between individual actions that have taken place in social relations. Giddens terms of time and space of daily life, is central to all aspects of the social system. Time and space are intertwined in the nature of things. They are out of work, as many social analysts have considered them merely environmental action. Giddens on Android development time and place, under the influence of Heidegger's philosophy as he believes, The time and place of our lives meaning and something outside the framework of our actions (Tucker, 1998, 86) ^[12]. Giddens formation of the space affected by the structure of social relations in time and space knows. In fact, between human behavior and social relations of power in society formation and structural dialogue with the formation of spaces under the conditions of time, and place in a society there is a dialectical relationship. Thus forming and production space in society could be in response to a need or reflectors own time is needed. The formation of the community of discourse in a dialectical relationship between power and social interaction over time that leads to the production of space, in a period of historical. In fact, the formation of spaces could be some kind in order to achieve the goals and objectives within the capitalist system justified. But how can this be explained urbanization of Iranian society into perspective? That is the question paper aims to respond with content analysis found.

4. Explanation of urbanization in Iran

Of modern Iranian society considers to be synonymous with urbanization. The attitude of Iranian society with simultaneous changes occurring in the world and the capitalist countries were led to changes that we are now witnessing. Theories regarding the formation of cities, urban growth in Iran after 1956 there, among which may be mentioned dependency theory. Theories of dependent urbanization, urbanization and urbanization with a view to explaining the political economy, and urbanization in developing countries caused by the global capitalist system knows. This theory because of the emergence and growth of cities during the early decades of the twentieth century capitalist society needs him. Several studies in connection with the theory of camera work is mostly about this theory have unanimously (Piran, 2001, Hesamiyan, Haier, *et al.*, 1998). Multiple factors such as: government, business, religion and defend an important

role in the birth and growth of urbanization in different historical periods have been developments (Nazaran, 1998, Saeedi Rezvani, 1987). In the meantime, state and local urbanization is also a theory of urbanization in Iran comply with the wishes of the government understands, The idea that the theories of Islamic cities (capitalist productivity Bobek) is the power base of the nomads into urban social class as a factor for urban development, And actually get a new centralized power bases after the Pahlavi era knows. People need to expand the base for business and urban growth, and the support for this theory is the growing number of Iranian cities in different decades (Rahnamaei, 2008). Total theoretical problem of urbanization in Iran is said to have explained to some extent. But here it is intended to raise the issue of urbanization in relation to the spaces formed in the heart of the capitalist system with more complete documentation stated. In fact, urbanization in Iran by categories such as consumption, organized the world capitalist system is justified because here try to deal with it. Then it is better to study the historical process of urbanization in Iran and the uncontrolled growth of the accidents in our home and abroad is summarized. Before entering the discussion provides a brief overview of urbanization in Iran is required to keep the capitalist world and its. Based on the philosophy; in the capitalist world production and consumption is the ultimate purpose. Based on the philosophy of this system is to produce more and consume more. When competition among capitalist countries came to the market and result not only of the two world wars, a new law on free trade in the capitalist system brought in line with commercial goods. With the end of World War II and the formation of two poles of power in the world, traditional and a new form of capitalism disappear with the slogan Americanization, And mass consumption to the countries of the West have tended to arise. But traditional organization of society in developing countries was considered a major obstacle for this purpose. This traditional form of risk trends and the red flag and revolutions in the Third World peasants warns. The problem with polarization in the world after the Second World War took an important role in capitalist countries, As in the aftermath of World War II and the cold war period the most important US foreign policy in order to prevent the spread of communism in the world, As the policies of presidents since Truman, Eisenhower, Nixon, mainly revolves around this issue and try to create a belt to prevent communist influence in strategic regions of the world including Iran. On the other hand within Iranian society, rationality is also an important community concerns after the defeat against Tsarist Russia was in the early Qajar, And society during the nineteenth century in the conflict between traditional and modern forces have been oriented on change, And numerous experiences within himself to achieve this goal was experienced, Which can be a revolution, black cabinet, the dictatorship of Reza Shah and occupation of Iran, the formation of parties, 28th August, among them are, All of confrontation between traditional forces are modernizing forces. The Constitutional Revolution as a bourgeois democratic revolution forces in the land aristocracy was formed for the rule of law in society is a turning point in the history of the community; But the mere existence of law in society due to social circumstances and the Regenerator of the concept of rationality demands of society, And Iranian modernity was not the main cause of this

problem could be the distribution of power, Various factors could be involved in the community and said the ruling power. As a result, the rationality thesis and antithesis fails by its constitutional power, namely the establishment of the dictatorship of guidance on community, As well as the changes that had occurred in some societies such as Japan and Germany placed the forefront of the Iranian modernity, This is the power of Reza Khan Qajar to the Pahlavi in Iran and regime change is from. In fact, historical events in Iran during the nineteenth and twentieth centuries response to the disabled and causes before their time. Iran is at the same time, these developments with developments in other parts of the world, including the US, one of the characteristics Unlike other colonial powers and the United States, the general consumption throughout the community, As all social classes and strata of American society can benefit equally from existing product, And discriminatory treatment in public consumption and consumer culture is shaped. Formation of mass consumer culture in traditional societies is not possible with traditional and indigenous knowledge on the formation of a mass consumer culture, Easily done in a society that is familiar with American culture. After the Second World War and the creation riot Azarbaijan and Kurdistan in Iran by the Soviet Red Army, the Americans tried to least developed countries to associate themselves, For this purpose, it can be noted that the fourth Truman technical assistance and does not withhold funds from Iran, And funded by Iran that they possess PBO during year 1327 in Iran, the Field 2 year after perfume Azerbaijan, Kordestan formed. During the 1330s and the formation of the Oil Nationalization Movement and 28 Mordad 1332 coup and its aftermath can be a revolt against Mohammad Reza Pahlavi pointed Qashqai, Qashqai nomads and bombing by air forces of the king and opposition mass officers in the Air Force that leads to accidents be avian castle garrison, US security forces and regime change in Iran face the threat of communism build public pressure the US government to implement reforms by King grew and grew. As a result, during the early decades of the White Revolution in Iran started in 1340 and land reform is one of the revolution. With the formation of land reform in the way, the Red forces were disarmed; Indirect disarming the leftist forces with land reform, the Pahlavi regime is an opportunity for further reforms in the society in order to bring its objectives. Iranian society has traditionally white revolution and land reform fell apart and forces the peasantry under serfdom were released. Land reform would disrupt traditional form of exchange and money into the villages, and economic relations do traditional society. In fact familiar with the use of the land reform Iranian society. When agricultural products and other manufactured goods enter the country, and the exchange is done on the basis of money is certain that the use of incentives for individuals to life. The consumer is not essential to meet the needs; but also taking the issue beyond your needs and goals and objectives is essential. But simply increasing urbanization urbanization and land reform alone is not effective. At the same time and events before that the higher levels of health and nutrition treatment, and food security in the country for the import of consumption, population growth rate and lifespan can be increased, With the introduction of new forms of mass media of radio and television complementary rural migrations - The city is in Iranian society. Migrant workers in urban population engaged

in industry, construction, import and service work. But, how can this problem that the force rural migrants can be absorbed and utilized in industrial assembly and service work. When mass production with specialized division of labor in the capitalist world arises; here the rural migrants into cities and awareness of the entire production process does not require expertise, And thus can easily be absorbed in the construction industry and on the other hand entering the market with cheap consumer goods, The sale of these forces and the need for services in urban population justifies. But why the consumption of goods is very high! Iranian collective efforts in order to achieve modernity; its shape in Modernization of using tools, and structural appearance of modern technologies and regain purpose of modernization tools and goods is today without bearing in mind the intellectual foundations. In fact, what the Iranian modernity is nothing but superficial rationality is not consumed in the face and pretend to be luxury consumption is a manifestation of rationality in society, the intensity of the pure Islamic culture - Iran conflict, and contrary to it. When the consumer society is considered to be the main concern of the subconscious all social developments in line with the concept of consumption and consumerism is formed. Consumption and consumerism; as will the formal rationality of capitalist society is dependent on the peripheral countries, and somehow the path to divert the changes in society, So that all community concerns revolve around the consumption of luxury goods. From here that along with consumption and consumerism of Western culture is slowly into the heart of society, and it was institutionalized, so that people with tradition and traditional systems of the enemy. In fact, the culture in the form of consumables and luxury into third world countries and in this way the capitalist system the world can, Mass consumer societies supporters among young people find and dominate the thoughts and awareness in the community, And thus may your wishes with the help of hidden forces its will on society, Imposed on governments and undermine their authority; this issue is well known in the Frankfurt School called culture industry. Formal rationality that comes with consumerism in recent decades with the introduction of its new post-modernism and diversify their commodity reproduce, and will continue to survive; so that in the course of postmodernism All goods due to diversify production and disposable and consumable goods; Consumer choice and your taste is the taste. In fact, modernism and postmodernism sequence apart from that is not something to be taken more compatible with different communities more flexibility. This is why the most important concerns in the capitalist consumer taste, and that this could be the place where the city is not tested in its taste. The difference today between Iranian cities and other cities in the world cannot be seen. Because of all consumers in terms of consumer oriented. And what is today called globalization referred, In fact, nothing but mere US not deviate from mainstream society and consumption cycle - a variety of traps. Consumerism so far advanced that social classes are separated by the consumption of goods and consumption, In fact, today the purpose of purchasing and consumption of goods essential needs, but also consumer spending and a sign indicates the meanings and multiple meanings.

5. Conclusions

What happened in Iran in the form of urbanization, more to

consumerism and Western consumer culture and society break the pure Islamic culture - the Iranians themselves. A result of these events caused the urban population in 2011 to 71 per cent of Iranian modernity is not nothing but superficial rationality, and consumption in the face and pretend to be luxury consumption is a manifestation of rationality in society, the intensity of the pure Islamic culture - Iran conflict, and contrary to it. Consumption and consumerism; as will the formal rationality of capitalist society is dependent on the peripheral countries, and somehow the path to divert social events, So that all community concerns revolve around the consumption of luxury goods. Since the median age of the population is almost 32 years, Thus it can be stated with regard to the views of the Frankfurt School, Consumerism in society will ensure that the culture has changed in accordance with the will of the capitalist system and the pure Islamic culture - the Iranians away.

6. References

1. Bashiriyeh H. history of ideas and political movements of the twentieth century, Marxism philosophy: Horkheimer, Adorno, Benjamin political magazine - the economy. 1993; 69(70):14-23.
2. Cloke. Paul, Johnston Ron. Spaces of geographical thought; deconstructing human geography's binaries, SAGE Publications: London; Thousand Oaks and New Delhi, 2005.
3. Cohen, Iraj. Anthony Giddens, the great thinkers of sociology", translation M. Mirdamadi, Tehran publishing center, 2005.
4. Giddens, Anthony. Policy, sociology and social theory", translation M. patience, Tehran, Ney Publications, 1999.
5. Giddens, Anthony. Contemporary Critique of Historical materialism; Power, Property and the State, University of California Press; Berkeley and Los Angeles Harvey. David (1993): Social Justices and the City, Basil Blackwell, second edition, Oxford. UK, 1981, 1.
6. Kahon, Lawrence. From modernism to postmodernism, translation: A. Rashidian, Fifth Edition, Tehran, Ney Publications, 2006.
7. Lechte, John. Fifty Key Contemporary Thinkers; From structuralism to post modernity, Routledge. London and NewYork, 1994.
8. Levevre, Henri. The production of space, Translated by: Donald Nicholson-Smith, Basil Blackwell Ltd, first published, 1991.
9. Murdoch, Jonathan. Post - Structuralist Geography; a guide to relational space, SAGE, London, 2006.
10. Pearson, Christopher. The meaning of modernity, Christopher Pearson's conversation with Anthony Giddens", translated by Ali Asghar Saedi, Tehran, Kavir publishing, 2005.
11. Robinson, Dave. Nietzsche and Postmodernism, I con books U K & Totem Books USA ,-2000.
12. Tucker JR, Kenneth H. Anthony Giddens and Modern Social Theory, SAGE Publication, London, UK, 1998.
13. Werlen, Benno. Society, Action and Space: An alternative human geography, Rout ledge, first Published, London and New York, 1993.
14. Zieleniec, Andrzej. Space and Social Theory, SAGE Publications, first publish, London, UK, 2007.