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Research Paper

Policies and Ways of Attracting Communicators in Virtual Social Networks Case study: Full Audience Persian Channels in Telegram

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Abstract

The issue of impact on the audience or the communicator is one of the most fundamental issues in the science of culture and communication. The emergence of internet and social media according to its interrelated and multi aspect nature, not only has the doubled importance of understanding of audience but also has complicated the process of attracting the audience. The contest for catching audience has reached to a level that there are numerous options for the audience to choose. The decision of audience for joining a group or channel (the initial attraction) and being determined to continue the participation (maintenance) are the essential terms of influencing the audience. However, a short review on the ecology of social media, reveals the serious weakness of cultural and religious groups and channels for attracting and maintaining the audience. This research, by referring to the study of successful Persian channels in telegram, seeks to find out which policies are recommended for cultural and religious actors in attracting audiences. To answer this question, the semi-structured interviews were conducted with the audiences of successful Telegram channels and by using thematic analysis method, twenty-two recommendations were presented as the policies of attracting audience. The most important and frequent suggestions are the trust of users in the channel and its messages, time management of sending messages, diversity in the forms of message dissemination, diversity and comprehensiveness in the content of messages and observance of brevity in the submitted content.

Conflict of interest:

According to the authors of the article, did not have any conflict of interest.

Keywords:

Attracting audience, Audience analysis, Cyberspace, Social network, Telegram.