Original Article

Foreign Policy, Soft Power of Iran and USA in the Middle East

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Abstract

By changing the rules and conditions of the international system, soft power and soft war has gained special position in strategic objectives of countries and equations of international system; therefore, for explaining this phenomenon, the term "battle of the minds and hearts" will be used. Due to special importance and place of the Middle East in equations of the global system, major global and regional powers, including Iran and US, try to manage and control evolutions of this area by use of their soft power capacities. This paper tries to explain opposition of US and Iran's soft power in the Middle East, due to soft power capacities of two countries in this strategic area and in parallel to it, this hypothesis will be followed: Iran's soft power capacities in the Middle East are growing in opposition with the United States, that use of this potential requires thoughtfully and intelligently foreign policy. Research Methodology in this paper is descriptive-analytical and data gathering tool is library and Internet resources.

Key words: US, Iran, foreign policy, The Middle East, Soft power, Hard power

INTRODUCTION

Due to extensive changes in the scope and requirements of International Relations which is caused by impact of globalization of human life's different domains, Soft power and soft war which is increasingly important in strategic objectives of global military players (nation-states, government and non-governmental and. agencies) has been possessed. As far as the global and regional major powers, along with increasing aspects of hard power, attempts to rise and efficiency of its soft power are in line with strategic objectives.

Global and regional powers ever for continuing and increasing their power, try to control and manage global and regional evolutions. The Middle East as an important geopolitical and geostrategic region is possessed of particular importance in the global system equations. As far as transformations within this region considering the major powers, including America as a global military hegemony and Iran as counter-hegemony would possess as a regional power and counter-hegemony to itself. According to changes in the global system, in strategic opposition between Iran and the US in the Middle East, soft power is more important and differentia than hard power, as a result, both countries awareness of the equation try to increase and have greater efficiency of its soft power capacities in line with their strategic objectives. This research is a comparative analysis to identify potential soft power in both countries in the Middle East and thereby provide solutions to increase Iran's soft power in the Middle East. In the first part of the study compared to hard power, soft power is examined from different angles then in the next section soft war and its position in international system will be discussed. Continue on this study, the capacity of America and Iran's soft power can be evaluated in the Middle East and looking for solutions to increase and more efficiency of Islamic Republic of Iran, In order to increase its soft power in the Middle East is recommended.

SOFT POWER, DEFINITIONS AND CONCEPTS

Power is one of the issues which have always been considered by governments, because governments can influence on others in such a way that they change and achieve their goals and interests paid special attention to the role of power.

In the past, governments for obtaining foreign policy goals were relied on merely exercising hard power in the form of military and economic capabilities and the role of soft power was neglected, but today according to communications revolution and the importance of non-state actors and the role of public opinion in international politics, use of hard power would be too expensive for that country, so countries try to use their soft power in foreign policy for acceptance and further adoption as well as reducing the costs due to less resistance than others. As Joseph Nye has summarized in recent years, soft power which is rested on the ability to shape the preferences of others are related mainly by subtle and intangible issues such as attractions of personality, culture, political values and institutions and attractive policies that are considered justifiable. Accordingly, the power of culture soft power is an issue more than cultural power and that is not much depends on the government as hard power and was not confined only in a torus of government and public culture of community has a great impact on it. Joseph Nye author of Soft Power and soft leading defines in definition of soft power:

Soft power can achieve the desired goals and aspirations through receiving support of public opinion of the community and elite and persuasion of opinion rather than pressure. This latter dimension of power would be originated from cultural resources, ideas, beliefs and social customs. Significant progress of information technology in the new era has led to growing relations and would swept geographical boundaries. Nowadays this power plays an important role in international relations and political maneuvering units.

What comes of scholars' context in explaining soft power term is that, soft power, product and outcome of positive image, presenting justified face of them, obtaining credit in domestic and foreign public opinion, with power of indirect influence on others' consent, making others' will subject to owns will and components of this kind. The most notable example of soft power at the micro level and personal is an image that Max Weber, the famous German sociologist has given by undisputed influence and authority of great characters and influential figures and charisma.

1-1 Determining Areas of Soft Power and Hard Power

Soft power can be defined versus hard power. So here it is necessary to make evident difference between hard power and soft power to distinguish these two terms. Hard power or in use of military tools, coercion, deterrence, intimidation, war and force-oriented policies would be shown or it will be shown in the application of economic power, putting under financial pressure, economic sanctions, bribery, financial assistance and encouraging

and its economic threat. But soft power has a different nature and reveals itself through attraction, charms, cultural programming, Promoting a range of values by means of media and public and multilateral diplomacy. Soft power means ability of governments achieve desired goal through persuasion and attraction neither by neither coercion nor payment. Public Diplomacy is as well as the executive arm of soft power, as influencing public attitude by state and the other communities and countries and the use of intercultural and international communication tools in foreign policy. Soft power and use of public diplomacy in foreign policy has always been a key component in the countries' leadership and in current integrated world through a complex communication structure to the village is turned into an opportunity for countries to decrease costs related with traditional diplomacy and hard power amazingly. Soft power in the country originally comes from three sources: Culture (Part of which is attractive to others), political values (When in accordance with inside and outside public opinion) and foreign policy (When considered legitimate).

Simultaneously with the entering into the third millennium, and because of the changing nature of international politics, soft power resources have also evolved and subtle forms of power are more important. In fact the evolution of power in international politics has led to power redirect from its original source and also empower communities depends on not only material resources but also in their ability to change the behavior of other governments to be counted. This will be called the second figures of power or soft power after power that the product and the resultant of receiving international accreditation and has indirect influence with the consent on others. Soft power, according to the mental space of other communities' citizens, its purpose is primarily through persuasion and public opinion outside of the country. In soft power, we should see how the world is watching us, not how we look at the world. Basically, it must be said nowadays globalization, despite the profound changes since the end of the Cold War, the other aggressions wouldn't widely be tolerated based on hard power. Today, the situation is changing. Hegemonic actor must transform besides accepting the demands of the new world, a way of exerting influence according to it. At the time of dominance and popularity of soft power, the international community leadership and, actor can put hegemony crown on his head that can make cultures, ideologies, values, norms and ways of social life universal and the world without use of force to voluntarily and willingly make evident his view on current issues from the angle of his view, played with innovative rules and made them comments on the events and phenomena occurring in the world to accept. Since soft power, using tools such as culture, ideology, ideals and moral values, indirectly

affect the interests or the behavior of other countries and communities. So success in applying software dimension of power by the government according to the terms and cultural, religious, social and political features is different particularities of each country or region.

1-2 Causes or Amplifier of Soft Power

Supplier or reinforcing agents of this kind of power is as follows:

Ideological position, extensive conditioned diplomatic relations, ties and cultural exchanges, promoting Language and Literature, promoting the ideals, excellent values and objectives, presentation of positive and favorable image of itself, the proper utilization of Information and Culture due to diplomatic aims, strategic planning and adopting acceptable policies, removing negative historical, academic exchanges and investment in training elites of other countries and.

Accordingly, some practical tools and strategies for achieving and having soft power countries can be summarized as follows:
1) transplantation convergence of cultural, religious, ethnic, linguistic and other countries; 2) diplomatic missions, consular and cultural rights in the other countries; 3) Associations of Friendship and holding cultural weeks in different countries to identify potential cultural and engagement with public opinion abroad; 4) foreign travel to different parts of the world the country's political and cultural authorities; 5) the publication and distribution of newspapers and news channels - media in different languages; 6) teacher and student exchange programs scientific cooperation; 7) Accept and encourage immigrants to travel abroad to transfer the culture inside out; 8) tourist reception; 9) Create and strengthen cultural institutions and language of the origin country in target countries 10) To encourage the learning of other languages in the University of tens of educational institutions to interact with the outside world. Culture also has a special place in the formation of soft power resources are increasing. The importance of culture in the New World is to reach a point where the power equations scholars such as Joseph Nye's soft power resources included in the territory of the element and the imposition of very high capacity to influence it will have special attention. Joseph Nye's soft power resources are called primarily on the count of Culture. So, according to Nye culture can increase the power. But the power of creation, characterization of all cultures is essential? Nye answer to the question is no. His condition raises attraction the cultural belief can be called entrepreneurial power that is attractive in the eyes of the people of other countries. It can be concluded that if the culture of a country has an inherent appeal to other

countries so voluntarily and willingly than borrowing and show willingness to follow its manifestations and consumer products, the country concerned will be able to their own culture as an important source of increased use of soft power.

1-3 Media, Cultural Soft Power's Transfer Agent

Note that if a country can legitimize in the eyes of others, in the pursuit and fulfillment of its demands would be met with less resistance and if that is the culture and ideology of charisma benefit, the other countries with more enthusiasm than leadership will accept it. Now we should see how such a country in the world for its cultural value of ideological legitimacy and makes it universal in what way. According to the views of Joseph Nye's soft power to the other attractive features also an actor depends. In other words, no matter how good actor and values are impressive, while others do not know anything about them any soft power cannot be achieved. Therefore, the most important thing in promoting social awareness and global harvest soft power of cultural values and ideological actor is endowed with charm. In this respect it can be argued that higher soft power is deeply rooted in communication and exchange communications. Given the importance of communication between the trachea consequences of the information age in which we live the one hand, the emergence of soft power as a practical tool in global politics on the other hand makes authentic relationship established. However, he acknowledges that soft power is not a new phenomenon of global actors have long been used in line with their activities. But only since the great advances of information technology to communicate with others all over the world is made easy and inexpensive to use soft power as a sequential conscious grand strategy for all players is possible. So those actors who are the sources of soft power such as cultural attraction, and should have the power to masses of human societies through information and communication technologies aim to apply. At present, fascinating cultures that can be carriers of soft power, is spread through the exchange of communication. Link exchange process through the actor's interpretations and global phenomena will be in each transmission. As a social reality is considered part of the culture, as a result, conquest and dominance mindset is an actor depends on his communication strategy. That is how she interpreted as a speaker for listeners to express themselves through the communication exchange. Accordingly, the narrator speaks of far greater importance is how the speaker is who, and for that says what it says. In line with what has already mentioned, we can now take it to the media as the transmission and dissemination of cultural soft power in the age of communication and information was known. Joseph Nye leverage media such as TV, news, cinema and the Internet acting as promoters of popular culture such

as the United States of America has introduced all over the world. In his book, soft power can draw multiple images by television or cinema can convey a political message. Usually images are more powerful than words carry values and the major Hollywood promotes virtual avatar. At this point, we can make it clear that what the media's crucial role in serving the actor Holder soft power play. According to Nye's opinion, as long as the taste of the sweetness of a country's culture in other countries with various tweaks sit, culture, despite all the charm inherent able to exert power and influence will not be on it. In hemi-end luxury Steven sobering words about the concept of soft power picks. Without a doubt, it's no secret that today, in the age of communication and information, communications media, the soldiers are pervasive cultural battle with powerful weapons image, the heart and mind its target audience. Finally, it can be argued that the media war against war military hard ware are mainly from the nature and often between two or more countries as an alliance with a country flows, can be among a group of countries with large groups of other countries with certain features flow. The media war against the Islamic world and the West Country in the south; two examples of issues that can make it to World War interpret media.

2. SOFT WAR STATUS IN THE INTERNATIONAL SYSTEM

The new software is called war. In 1939, in research raised the issue of soft power has become more widespread in the seventies. There is a general principle that war is always better than conflict. For example, Imam Khomeini against the Shah always enjoyed the soft war, but battle-hardened king resorted to devise a strategic mistake, hastened his downfall. Wake point may be raised that the application includes all the topics are not the only cultural spheres.

2-1 Soft War, Definitions and Concepts
Soft war against war is hard to define and great masters have proposed different definitions for it. In general we can say that the war is all targeted action to change the epistemology (the means and inclination foundation and principles of individual behavior Group) target groups and using different instruments and to change the symbols, especially the media, public relations and social approaches and thoughts are done. These measures are very extensive and different levels of specific goals to pursue. Those systematic inputs, outputs special environment are available and there is no tool in the war and even harsh rhetoric and aggressive demands the ultimate goal of imposing their will on the target group. Soft war is a historical phenomenon that has depth and complexity have become more important. We should be able reach them analyze

the phenomena of nature. Both phenomena evil lies not in the nature of soft war are not excluded from this rule. Soft war is aimed at all aspects of human life. Joseph Nye's comments Book have in recent years also has some interesting comments. He (Russell Wall Mitt) arises. In this connection, another thinker in cash opinions of soft power, the three components of this power in and of itself, with three titles: sweet power, power and power sticky sharp. Viscous component covers areas of human life, without which life is impossible. Such as economics, sweet element contains areas that people tend to edit. Orientation is sweet and attractive, such as movies, videos, music. and a sharp element of security power issues related to security. In soft power, according to the doctor Mate, a harmonious convergence is between these three components there. Sweet component can be analyzed in the discussion of non-violence soft war. Non-violence and a general discussion everyone felt quite impressive and pleasant effects and the impact of the characteristics of simple everyday issues to see and understand the complex issues of security. Security hiding in the debate included sharp components. Another issue that many theorists of nonviolence, known as soft power, like Sharp believes that the non-violent campaign in the final phase to obtain the result, inevitably to violence. It has also been observed in the color revolutions. However, this process of change takes place, not in the sense of Soft war and overthrowing. In fact, keeping continues long after the onset of Soft war, invasion to topple phase where there is violence. Basically, the difference is between classic and revolutionary non-classical revolution, violence. In all classical revolutions are times of violence can be seen? Some revolutions are ultimately begins with the slogan modified to apply this revolution Violence arrive in batches wars are semi-rigid. The other special feature of the software is its gradual. Revolutions usually occur suddenly. But reform process is very gradual abolition is soft. In fact, the war moves toward the three components; 1-recruiting opponent to its domain 2-convince him to give up its domain 3- giving up the goal. To achieve these three objectives is the fundamental principle of non-violence. The first objective, the first trench which enemies are willing to conquer it, is thoughts and ideas of the target population. The target population for the behavior and culture of the country in question is arbitrary. About features soft war can be noted in these cases. Gradual, slow and continuous, Based on a strategic process designed. In other words, the function of a curve is not linear but follow a sine curve Tools and then reaches the goal. Slope movement is defined by the experts define it to maximize its influence. There exists within the simulation symbol on it. After the software are symbols of civilization. It's very artistic and gradually so that the target population is not serious resistance to it. Other features of the software are multi-faceted thrill-inducing. System creates a conflict.

In fact seek to establish an identity crisis, conflict creates. Aggressive individual is generally in the field of ideas and worldviews. But the process is not fixed principles and fixed targets. It is mostly mental than physical threat. The war commanders, theorists are aggressive. For the purpose of all walks of life, the specifications are independent. For example, in our society are one of the most important target groups of young people and women. Another point is in the invasion of enemies of elite soft target. Effective way is to attract the elite, followed by attracting people to obtain. In other words, the elite soldiers as they opened the way for them. In other words, a Soft war of domination in the three dimensions of governance, economy and cultural behavior patterns through a transformation in these areas, symbols Paradigm control system is replaced.

2-2 The Purpose of Soft war

The main goal of the program, influence and control the process, decision-making notification procedures and changes in the values that led to the conquest of political, economic and cultural target. The cultural attacker tries to lead the economic, political, military, social and technological foundations of thought and behavior of a nation attacked and by changing the pattern of behavior and weakens their opponents, distorted and possibly rejection, the rule of ideas, values and desired behaviors allow it.

2-3 The Nature of Soft War Between US and Iran in the Middle East

In the field of international geopolitical and geostrategic control follow. Boil the final goal-oriented systems challenges, maintaining global civilization of the West and the Islamic opposition and prevent the country's unity and integrity. At the national level, the main objective of the elimination of systems is such as the Islamic Republic of Iran. Because this regime and its political philosophy that is based on Islam as the biggest challenge against the Liberal democratic systems and therefore cultural hegemony in the world and especially the Middle East is not America. Approach provided by Western theorists suggests psychological war of the West against the Islamic world and the Middle East through the use of tactical methods Paradigm done different strategy. Now, look different from the behavior that have evolved in the West is based on psychological warfare actions software. Symptoms of this behavior can be enabled in the production of computer games as well as the development of literature is considered decisive battle Walt Disney and Hollywood. Of course, each of these actions is part of psychological operations against the groups opposing the West, mainly Muslim countries of the Middle East are considered. If America's strategic policy at the macro level contrast soft war with Iran in the Middle East geo-strategic area we described is around five

main axes: Induction of Islam phobia, instill fear Shiite, Sunni instill fear, instill fear of Iran's Islamic Revolution and inducing panic. For example, the plot showing the violent nature of Islam's Shiite crescent Shia phobia in Islam phobia spreading false news about the nuclear power of Iran in the Iran-phobia is placed. Show a very bad look Sunnis Shiites in Sunni fear is analyzed. In addition to these five policies, offers a beautiful image of the West Utopia Medina Western life is on their agenda. Except nationalism Americans believe that America as a nation and people assume exception. They think that the pattern of himself in the outside world know the city on a hill. The Islamic Revolution of the Iranian nation in the world has created an exceptional fact in fact their transcendent foundation of modern civilization founded in the present day. This color scheme is not nationalist smell; so this validation, exception-leaning American is undermined. Famous for Public Diplomacy Conference in 2009, Western experts have defined five geographical regions in the Muslim world, including Europe, Saharan Africa, the Middle East, South Asia and East Asia and Iran alone was valued as a geographical area. Because they believe that Iran has only one model is unique in the Muslim world. Nye refers in particular to their country, the United States believes the country due to abundant resources and abilities in this area can play an important role in controlling and guiding global conflicts. That is why the Middle East is a special place. Elsewhere Nye, soft power and hard power speaks combining intelligent power chair calls. In his view America with countries such as Iran, which threatens to align the interests of other participants are the United States interests in the Middle East, clever deal. America should be wary of strategies that help its enemy's heterogeneous forces to unite under one flag. United States holds good story to narrate, but his failure in hardware or in a combination of smart strategy means that often goes its own way and writes his stories and this can be devastating.

Americans what goals Soft war against Iran in the Middle East can be enumerated as follows:
- Intimidate and demoralize the resistance of the Iranian nation
- Promote secularism, liberal democracy, Western values in the Middle East at odds with Islamic pattern Islamic Republic of Iran
- Deal with Iran's religious culture and prevent it from spreading to other countries in the Middle East and religious
- Secular regimes of the Middle East promoting religious pluralism
- Exacerbating religious and ethnic divisions in Iran as well as countries in the Middle East with Iran in the form of two peoples and two religions, Sunni and Shiite, Arab and Persian

3- AMERICA'S RESOURCES OF SOFT POWER IN THE MIDDLE EAST

There is no doubt that America's soft power in the Middle East resources is outstanding. Victory in the Cold War, the collapse of the Soviet Union and the uni-polar world has also added credibility. Long-term presence in the region is in dire need continued support Arabic countries, America, formal regional security, end the occupation of Kuwait, the fall of the Saddam occupation, signing of agreements with countries in the region, undisputed influence in international organizations, relations in political, economic, military and cultural with most countries in the region, as the country as a haven and support non-democratic authoritarian regimes ruling countries in the region more central role in the globalization process, economic aid and some grants Nye United States popular culture typical entrepreneur knows the power of a fascinating culture. American paradox, he writes:

Regardless of what we do, on the estuary of American popular culture is a universal appeal. No escape is done from the influence of Hollywood, CNN and the Internet does not exist. Videos and TV America represents freedom, individualism and violence are changes in addition to sex. The general public to promote soft power our American culture is our cultural and ideological utility. America's media have great possibilities due to their various functions in cultural diplomacy, soft power plays an important role in providing for the country to follow. The dominant role of America in global education, mass media domination America reinforced and intensified. Although the vast shadow of America's culture sometimes aggressive reaction, but the element of soft power, America is a non-intimidating mighty weapon in trying to dominate the hearts and minds of foreign elites. United States owns the world-class cultural attractions ceilings and the massive volume communication and media technology at its disposal to promote this fascinating culture.

3-1 Limitations of America's Soft Power in The Middle East
In the past two decades because of revealing some harsh and unjustifiable America policy in the region, such as unequivocal support of Israel, unilateralism, expansion, occupation of Iraq and Afghanistan, opposed by Syria and Lebanon, support for some terrorist groups such as al-Qaida and. the credibility and legitimacy of its decline and its soft power is greatly diminished. This equation may reverse course on Iran has come. The most important factor in the decline of America's soft power by popular uprisings in the region stepped up the fight against the tyranny of despots backed by the United States of America. Now the United States is ambiguous attitude towards the

crisis in Bahrain, Jordan, Yemen, Saudi Arabia and other allies in the region weaken America soft power in the Middle East.

4- IRAN'S SOFT POWER RESOURCES IN THE MIDDLE EAST

To adopt active diplomacy in recent years has sparked renewed determination of specific policies that total isolation of Iran from building a positive image would have in international public opinion and to remove some ambiguities and thereby increasing soft power resources in the region is Iran.

- Create a mix of cultural, economic, political and religious, with many countries in the region
- Declare the Middle East a zone free of weapons of mass destruction
- Mobility's diplomatic presence in international forums
- Plan to promote the idea of Dialogue of religions, cultures and civilizations
- Continuous condemnation of Israel as the focus of evil in the region
- The fight against the cultivation, production, distribution and transit of drugs
- Economic assistance to some of the poorest countries of the region and the Islamic world
- Accepting more than two million Afghan refugees in Iraq two decades of fighting terrorism

Increasing the role and significance of Iran's transition impact in the Middle East after the September eleven attacks and the Iraq crisis, primarily to the increasing importance of Middle East issues in the international security system as well. Correspondingly, in the second, because of a string of natural features on the one hand and manufacturing geopolitical, cultural, religious and historical power and politics on the other hand, as one of the major issues affecting the Middle East is important.

American institutions have come to the view that the authorities of the Islamic Republic of Iran's soft power to manage and control the software through power and threats. Obama's efforts were done after the White House on this strategy, developing and running. Obviously, understanding the strategy of the Islamic Iran equipped its proper mechanism is needed that allows us to deal with America's soft power. Islamic Republic of Iran, although in terms of hardware power status is lower than America, but the evidence suggests that Iran's spiritual and cultural position and the so-called soft power in the region has been growing and is becoming a cultural hub of the region. Iran terms and conditions required to

obtain pure spiritual strength and improve his popularity among the countries in the region have provided. Iran's active diplomacy in recent years to adopt, resuscitation and stabilization of specific policies fueled in total, can be a positive self image in the international public opinion and regional and remove some ambiguities and cultural hegemony in a word, be of great importance. In general, new political and security developments in the Middle East (uprisings and popular uprisings), of power and political change in the Middle East in favor of Iran and that, effects and negative consequences on America's strategic interests in the region, its regional allies in the Arab world that Israel's position.

4-1 Restrictions on Iran's Soft Power Resources
The Islamic Republic of Iran because of accusations by the West, especially America outline some limitations in enhancing its soft power in the Middle East is facing.

- Middle East pessimistic about the Islamic Republic of Iran demonization of the values of the Islamic Revolution against the government of those countries.
- Condemning Iran of supporting the extremist and terrorist in the Middle East
- Maneuvering over Iran nuclear threat to the region and thus a change in attitude towards Iran
- Contribute to the expansion of intra-regional conflicts with neighboring countries (islands) and the Persian Gulf to the Gulf Arabic by stimulating the region.

4-2 A Procedure for Increasing The Islamic Republic of Iran's Soft Power Resources in The Region
According to isolate Iran in the Middle East, some solutions are suggested to increase Iran's soft power in the Middle East:
- The potential historical, cultural and civilization with a history of Iran's relations with countries in the region
- Smart diplomacy towards political unity, economic, cultural and Islamic world, regional and country
- Détente range from peace and security in the region and the world
- Expansion of cultural ties, economic and religious commonalities with the region, according to the scientific and technical programs, common cultural, etc.
- Good neighborliness and mutual trust with its neighbors, building community through confidence-building measures
- Peaceful settlement of regional crises and international
- Opposition to the current shouldn't be done extremists in the Muslim world
- Issue movies with rich cultural content efforts to expand in Persian

- Most importantly set up an extensive network television, the Internet and monthly promotions in line with the values of the Islamic Revolution of Iran in regional countries

4-3 Iran's Strategy in The Face of Soft War
A: correct understanding of the threat

Provide accurate and complete knowledge about the soft war and determine the boundaries of the basic principles are important. In other words, the state of scientific surveys will be in the sense that we are part of the deal and the amount of vulnerabilities, threats and pressure on this way. This effort requires elite design a form Strategic Intelligence Estimate is essential in this regard.

B: emphasis on commonalities

Common like religion, nationality, national independence and the self-absorption is maximized. In addition to strengthening and deepening of insight and attention of the enemy is very important.

C: change from defensive to offensive

With the deepening of excellence in community values and universal ideas can fight. The branches of the religion of jihad are every Muslim and every one of the people we have come to believe that Islam is found in the front Arrowhead America. Professors and professionals have a great responsibility in this matter.

D: the development of media operations

Seeking to expand the scope of information the enemy, In other words, everyone can in the future limit values in cyberspace would initials.

Software threats are the result of the complex nature of the properties is read out of ideas. Unlike hard measurements are easily visible threats, threats software imperceptible because of the unknown nature of the measure on retail prices. The role of the media in the process of implementing the support and protection is very important threat. The main instrument of state at the launch psychological warfare against another country using an instrument called the media. Countries without resorting to the media, they can carry out psychological operations. Media can be used as the growing rumor, to help designers psychological operations in a rush country.

CONCLUSION

Open communication and the rapid growth of television, satellite, Internet, magazines and books and make it possible

for countries such as America (as an all-encompassing hegemonic) provided to achieve the objectives sought in the shadow of its facilities the international system is motoring.

According to the Middle East has a special place in global system of equations growth of political Islam as a serious competitor to Western liberal democracy, this strategic region of particular importance in the foreign policy of the United States. In view of the importance of soft power rather than hard power to achieve its strategic goals countries, United States to manage and control developments in the Middle East by increasing its soft power in this strategic area. Islamic Republic of Iran is also trying to export values of the Islamic Revolution to countries in the region that this led to the encounter between the West, led by America's soft power of liberal democracy and political Islam, headed by Iran.

Iran has pushed that only under the clever diplomacy of the Islamic Republic of Iran could use this capability to its strategic objectives.

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