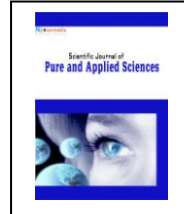


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**Original article**

**Discourse analysis of sex stories in a pornographic site in Iran**

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ABSTRACT

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Internet pornography as a controversial issue and important problem on different communities particularly on the value-based community and Muslim countries were introduced. And behavioral science experts with extensive research in this field are looking for emotional - social and psychological impact of this phenomenon and demand to impose legal restrictions on providing pornography product and context. Among these the erotic stories due to making the condition of same-essence identifying and choice of sexual partners in the reader's mind, by its own discretion create ability to create deviation and incidence of anomaly among individuals that with its reviewing a scientific understanding of the dominant discourse can be found in it. To conduct this research, critical discourse analysis is used. Discourse analysis is a qualitative method that aims to fill the gap between micro and macro analysis of social phenomena. Hence analysis and critical readout of 75 stories with sexual content as a random sample from a pornographic website has been explained in two levels. Based on findings of this study what can be seen in the discussion on this story is a purposeful narrative, professional expertise that starts from an obscene and provocative space and addict readers to itself. In these stories, master narrative does not impinge of the design principles of sites operator for stories feature and all are looking to convert human subjects to non-human objects that are discharged from any human feelings and have no purpose other than sex. What on this relationship can be seen are the narrators and their sexual partner's unusual sexual immorality.

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and the visualization of people who like professional porn movies stars act.

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## 1. Introduction

The word pornography from the Greek words (porno and graphia) is taken to mean "describing the activities of prostitutes". In terms of public costume, pornography is reflection of verbal, visual and written content that is explicit in terms of sexuality and intending the eroticism of audience is provided. Today, unfortunately, a lot of people, especially young people and even children are at risk of pornographic, pornography can also be presented in various formats. Internet pornography As A controversial issue and important problem on Different communities particularly on the value-based community and Muslim countries was introduced. And behavioral science experts with extensive research in this field are looking for emotional - social and psychological impact of this phenomenon and demand to impose legal restrictions on providing pornography product and context. Pornography is causing great mental and sexual disorders such as child abuse and rape. Lewd processing influences (pornography) on behavior and directs the trends. The messages are initially seductive because it was imaginary And so much excitement than facts are displayed. On people who are using the lewd processing (pornography), incredible unrealistic expectations about sexuality is formed that Result in damage of their interpersonal, social and family relationships.

## 2. problem statement

13 thousand porn films are produced in the U.S. each year. Based on the report (Internet filter review), Porn world income, including broadcasted Rooms On hotel , sex clubs and the growing sex industry, electronics, In 2006, was ninety-seven billion dollars. This revenue, with the income of the leading companies On the technology, such as "Microsoft", "Google", "Amazon", "e- bay ", "Yahoo", "Apple", "Net Felix" and "Earth link" is regarded equal . Annual sales of pornography On United States are estimated to be about ten billion dollars or even higher (Moslemi Bidhendi, 2012). The following statistics are only part of threatening reality of Internet user's Psychological security that is published in 2007:

12% of the world's internet sites contain pornographic content, 25% of conducted search engines like Google and Yahoo is related to porn, 35 Download of the amazing software are in the field of porn. Every second 28, 258 Number of Internet users are watching porn, every second \$ 89 fee is for porn on the net, 266 porn sites are created every day, Sex is the most frequent search terms (Taj Abadi, 2012).

Treatment of addiction to pornography could be much harder than Treatment of drug addiction. Treatment of drug addiction often begins with detoxification Up drug will be out of the body. But On addiction to lewd processing, Subjective conceptions is created that Will settle permanently on the user's mind And biochemical systems of the brain is involved. This is why that Addicted porn productions can clearly explain all aspects of the watched film in a long time ago. It was very hard mentally addiction detoxification and sometimes it is impossible so in this case Individual are Logged out Of human dignity and are Placed in Psycho - sexual Fatal cases. The most important issue in this regard is that Falling in this direction is gradually and on an unrecognizable state occurs. Addiction to lewd is grown and spread like a cancer and its treatment is difficult. People with an addiction to lewd mostly deny it and avoid of dealing with it. Among these, The Erotic stories due to making the condition of same-essence identifying and choice of sexual partners in the reader's mind, by its own discretion create Ability to create deviation and incidence of anomaly among individuals that with its reviewing a scientific understanding of the dominant discourse can be found in it.

## 3. Discourse and discourse analysis

Concept of discourse means "a verbal conversation" And On technical meaning, McDonnell, as it refers to, "Any kind of speech, verbal and written that is formed in social processes" (Furqani, 2003). The term discourse

analysis of different aspects is defined by many analysts. One of the most important of these definitions is owned by Yule and Brown. These two on the definition of discourse analysis wrote: "Discourse analysis of is language analysis On its application, On this case it cannot be specific to describe of language independent shape of the goals and functions that These cases have been created for addressing them On human affairs "(Farkelaf, 2000). And since on area of Humanitarian Affairs an area lesser could be imagined Regardless of the strength, "The power of domination and social inequality." Becomes a critical consideration in analysis (van Dijk, 2001) and considering the power relations embedded within the text is considered the starting point of critical discourse analysis.

Critical Discourse Analysis is rooted in semantics, Of course, on this case should examine a Structure beyond the language. Unlike some forms of discourse analysis the critical discourse analysis does not begin its work of text; it looks at body as an expression of the reality that exists beyond the text, (Giles, 2003: 210). Also the critical discourse analysis doesn't focus only on verbal or written as research subjects. (Wodak, 2001: 3). Michel Foucault's ideas about the relationship between discourse and power show this reality well. Foucault on instead of considering genealogy of actors and structures as the main issues, concentrated on the power. He believed in that the power is responsible for either our social world creation and this specific formation of the universe and how it is possible to talk about it. (Jorgensen and Phillips, 2010: 37-36). Because of the special position of power in Foucault's view is that discourses are important. Foucault With such an approach defined the "Discourse" as "The difference between what can be accomplished in a given period (according to grammar and logic) to say as right and what is actually being said."(Azodanlo, 2001: 51). Foucault considers discourse as part of a complex network of social, cultural and political that in that discursive structures, systems of ideas, opinions, concepts, thoughts procedures and behaviors are in specific social fields (Mils, 1997:17) And Meaning of the word In addition to linguistic forms and themes is studied on a function position (KHANIKI, 1999: 200). In this sense, the language is the Emergence area of power relations, determines the dominant subject And under dominant subject (Furqani, 2003: 64), Discourse is either power tool or its Creator and yet a barrier against it, Mainstays of Resistance against it and point of departure for strategies against it. Discourse generates power; will expand, strengthens and yet takes an ax to the roots of it and makes it possible to thwart it (Mils, 1997: 45)

From the perspective of Foucaultian "Discourses," are saying that customary practices create Conventional thinking and they are created through them (set of interrelated ideas) and contribute to the rotation of power in society (Johnstone, 2008:3). In his view, Discourse not only are related to the things that Can be said or thought about it, But about this is also that Who, on what time and at what local can talk. Discourses are meaning and social relationships embody maker, the subjectivity and political - social connections forming (power). In Foucault perspective Discourse are also connections that systematically form the objects that speak themselves. Discourses do not talk about the issues, Do not decide issues identities, but are The manufacturer of issues And they hide their involvement in the reconstruction process (Farkelaf, 2000: 12) As far as that Despite purposes detection, Often it seems that They did not create anyone Or cannot be said of those who have set them (Dreyfus and Hubert, 2003: 315). Discourses are in fact part of the power structure within a society or as interpreted by Foucault, "power cores" (Azodanlo, 2001: 58) in which power and knowledge are also bonded and ultimately are representational of, "self and another, and their relationships " (Mehdi Zadeh, 2008: 29), Therefore, discourse Not from the perspective of the authors or readers But should be noted of this perspective that How Relations Form The power, Foucault by thinking on the outer dimensions of Discourse, Search terms that the Discourse lives in it (Azodanlo, 2001: 59-60)

He believes that the nature and functions of discourse in each age has its own characteristics (Zeimaran, 1999) And Discourse productive without being affected by this objective conditions can not generate discourse. This is why that He Studies discourse not because of their implications, but to understand the circumstances that they appear in discourse, also Study the changes that Discourse are causing them(Azodanlo, 2001). Foucault Sees the Complexity and instability of power as an inevitable reality that in it Discourse, are also expression and product of the power, a barrier, or means of slipping, a point of resistance and a starting point for an opposing strategy. From this perspective, the universe of discourse should be considered a number of Discourse elements that can be used in a variety of strategies (Azodanlo, 2001: 59-60). Power relations, are "intended and without agent "Their meaning is caused by having intended, "They are overall full of Calculators, there is No power that is exercised without a series of aims and objectives." On the surface, often a high degree of decision-making, planning, mapping and coordination of political activities exist consciously (Dreyfus and Hubert, 2003: 314).

#### 4. Methodology

To conduct this research, critical discourse analysis is used. Discourse analysis is a qualitative method that aims to fill the gap between micro and macro analysis of social phenomena (Farkelaf, 2000: 119). Hence analysis and critical readout to random sample of 75 stories with sexual content, of Shahavani sites<sup>1</sup> on the two surfaces will be explained.

A) Interpretation: At this level the meaning of texts with the main provisions of interpretation: (thematic coherence) and the main themes will be examined, Then main theme message as the general consistency is extracted. B) Explanation: This level is determined by the relationship between Discourse and power relations. In this respect, Jorgensen and Phillips expressed five basic principles of critical discourse analysis as follows: 1 - social connections and cultural processes to the extent have linguistic – Discourse features: Discursive practices which through them certain contexts are produced and consumed, are considered important form of social connections behavior And in the social world creating, including the identities and social relations are involved. 2 - Discourses are Manufacturer and yet built: Discourse is a form of social connections behavior that it is both a social world and through other social practices is constructed. 3 - The use of language in social context should be empirically analyzed. Compared with some Discourse theories that are more prone to theoretical examine, being experimental, is characteristics of critical analysis of discourse. 4 - Discourse acts ideological: discursive practices role play in the production and reproduction of unequal power relations between social groups - for example, between social classes, men and women, minority and ethnic majority. 5 - Critical Discourse Analysis politically, does not know itself neutral, but as a critical approach, knows itself politically committed to social change creating.

## 5. Research findings

In this section According to carried out analysis, readout result is done with Rethinking that will review the findings of this research:

### 5.1. space creating

The main feature of this studied is to start with a general feature, in all these stories, the narrator explores the space initially, this space starts of physical features and characteristics of the organ, other side spatial structure (the partner), and this process all along the story as a chain is connected to each other. The narrator along the story tries to imagine (space creating) Details provocatively, stimulates the audience Mental context to continue the story And continues this process from a text to the video format with Making contact by creating imagery and interpretation of audience In a limited and defined structure of the self And quite sexual. Among these, the attention to color and clothes of the opposite sex And removing them of body so that Partner will be ready to participate in this relation, reaches a peak. Usually Further illustration Continues on The underwear, Skin, and Size of sexual organs.

What is observed in this process is speaker being brash and crossed all red lines (taboos) so that provides context for the reader to same-essence identifying so the story Figure convert to an Obscene movie with familiar characters and surroundings people by the directory Power of the reader (audience) mind.

Attention to height, weight, shape and appearance, personal portrait of the narrator and sexual partner prepares Space in a way that Apparently two people instead of normal people are the stars of world cinema. This illustration does not have any analog of the world around this space creating and Illustration prepare story form as coherent form to the restrict interventions and interpretations guided by the narrator for the reader's mind, In this Conditions even during sex that is The private and personal life of human, person enters by The narrator's description of his own life into the public sphere And make cyberspace And the next steps in the real world purely sexual. In a way that Sexual fantasies makes every reader's mind occupied, this Making atmosphere Can be observed on background color of the site that is Red and highly stimulating sympathetic nerves.

This issue made narrator's mind and the owners so preoccupied that their texts are full of misspellings and lack of variety in the stories of writing principles in a way that audiences and readers are referred to it on their comments.

### 5.2. lifestyle changes

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<sup>1</sup> www.shahvani.com

one Component of the dominant discourse on these stories is Trying to change the audience lifestyles Through dialogue about symbols and forms of life of The audience , This section is focused on consumerism advertising, One of these Items that can be noted are delayed pills, contraception (condoms and oral contraceptive pills) that Most of manufacturers are foreign companies and enterprises And in the third world countries To attract loyal customers and creating a consumer-oriented society use any Legitimate and illegitimate tools. In most stories it can be seen that Using Cigarette, tobacco and drugs delay gratification Time so that is an integral part of Sex and Make sex time longer. One feature of these stories that is strictly observed, to Change in mental attitude and Finally, the objective of life is The narrator advertising for himself and his sexual partner that she may or may not be his wife\_ what in These advertisements can be seen is Sexual characteristics describing in a way that as much is more sexually provocative features, Enhance the social status And impact on the lives of those around So that in one of these stories As the narrator speaks of the characteristics of sexual partner knows Being excited of other men the Mark for the honor and priding\_ on Discourse analysis of these stories on the lifestyle change issue we are observing of family life outside Patterns Ad As a single male and female live together Even with the knowledge of their families that Regulatory role of parents is just fade away And students Living in single houses Instead of living in a hostel And co-housing of Two heterosexual is advertised.

In the discussion of Promoting a new kind of lifestyle, that is based on consumption, we Saw an ad for cosmetic surgery on Peoples Sexual areas (such as breasts and buttocks), denture, cheek implants, eye line, lip line, shrinking and nose forming, So that This surgeries are considered form of normal life And an integral part of it and Any violation of them are the Stigmatize source And make people dishonored.

In the dominant discourse on this story Most of what we see is Sharp decrease in Family sensitivity particularly Men's zeal so that Any kind of domestic surveillance Lost their shape and porn Character of stories In the guests and strangers presence put Body garment printing and provocative suit which is first step to remove zeal Family And the beginning of betraying and separating the foundation of the family, in a way that frequency of sexual partner infidelity is normal And its violation is unmoral. This type of lifestyle promotion with a strong Space gender, due to the identify same-essence pressure Risks Strongly a pattern of life in Iran – Islamic.

### **5.3. Unconventional sexual relationships (to the pain and violence)**

In the Discourse of sex stories on this site Unconventional sexual relationships strongly dominates that this covers a wide range of relationships, For example, insertive anal relations Between the two sexual partner is associated with severe pain and Male sexual partner enjoys of it so that takes the place of conventional sex. On This Discourse two men sexual relation state out of Non-religious and non-secular And is legitimated as Figure epidemic itself. Multiple stories Related to issues of male homosexuals (gays) and Female (Lesbian) represents a common form sexual relations of this Figure. In this narrative, the narrator tries to show himself as right and misrepresenting the story as a standard and normal procedure, to prevalent this phenomenon highly, the pain is pleasure origin And no sense of shame and guilt in people are formed.

In the dominant discourse on this story Customary and traditional logic of Conventional sex between husband and wife within the family that usually males are older than women, take its place to break the age rules, Often these stories are so unusual that can be seen in the pattern of Persian films. The Criteria of age, economic status and position are not observed and any person can choose his/her sexual partner from most unconventional group. Ruling on sexual fantasies stories is Following to the Create a phenomenon that we call it, make it "all-in-one place" to sex. on This phenomenon , sex forms Everywhere in all circumstances and Become an alley, car, office, garden, ruins, ruined houses, public toilets, parks, subway And anywhere else that One can imagine To stay safe and comfortable , In the these stories Unrestrained sex time Knows no borders And it will continue to operate indefinitely.

In the some of these stories The narrator who is usually a woman or young boy With enthusiasm And without fear, sadness And conscience tells her/his raped Story for readers So that there is no t a trace of fear, shame In the him /her And because after a few minutes low resistance did not find a way to escape has Give him/her to the other party And unconscious remember our audience of A French proverb which Probably had folk roots, "If you were raped And you failed to resist, Enjoy it.

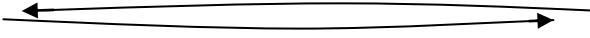
### **5.4. Subject converting to sexual objet<sup>2</sup>**

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<sup>2</sup> Anything , or objects

In the full story of porn and sex We are witnessing the decline of feelings, Feeling As one of the gems of human cognition on This story will be reduced to sexuality trend, Subject's cognitive ability and Responsive As subjects In the terms of cultural studies As a Identified sex object is Declined, The narrator completely, is de-characterizing and Together with his sexual partner Becomes a sexual object that are turned into porn movies and pornographic heroes.

Sexual objet Includes subject and object, such as a person works during the process of sex act like professional so as they are working in this field for many years, Even when they speak about their relationship, are so skilled in an unusual behaviors In the these stories A first embodiment of person sex, with The professional illustration is designed so that Women will appear as a professional whore (Sex worker) And stories readers that May be addicted to reading these stories In reality does not have find them to be sex slaves And suffered a freak cold, infidelity, depression, etc that In the social space We are witnessing the onset of various social damage caused by it. Becoming a sexual objet in these stories found severe when the aim of relationship between the sexes is Sexual enjoying associated with pain and violence, i.e. a graph of a cycle track around the following:

Sex for relationships  relationship for sex Becoming a identification subject To the known objet With the Decline of rationality And Increased with the emergence of sexuality within families. In the this story marital discord also With a sex as issue Cleaning Rather than solving it ends, A place to discussion, exchange ideas, and discuss the logic is not remains and Loving begins with sex And with other being bored is ended.

Effort In the order for story believing Instead Reality is clear when Narrators and popping in the end of the story with the swearing say to audience that the story is true and is not built-fiction. So the audience in their remarks avoid Writing insults and profanity, this issue is further evidence when all human feelings cannot be Summarized In the carnal desires And becoming a sexual objet. In the Discourse of some of the stories that Fictional Characters make a film of their sexual relationship, there is not a fear to be dishonored, family adventures, and negative social look and for Erotic Stories objet everything is normal.

### 5.5. Invasion to the family founding (the creation of a massive earthquake)

Dare to say that Most stories posted on this site And similar sites Spearhead of the attack to the The families foundation . Family is that most basic and oldest social institution that makes a community foundation, Healthy society cannot be imagined without a healthy family. This topic is reviewed in the following two aspects:

#### A) Sex with incest and relatives

Many of the stories are around Sex on incest that include All members of the family for example Sex for siblings, Daughter and father Mother and Son Sex or incest relative (degree) As regards Aunt(mothers and fathers sister), Uncle,(parents brother) Father-in-law, mother-in-law and so on. Narrators In the telling stories promote the same method process (no shame- normalization) that they frequently use vulgar with the different modes And Emphasize such to repeat this relationship Over time Inside Story that is Apparently something normal and natural.

In these stories on the actions and words of the narrator No guilt, sadness and ... is not observed. He and his partner Role to play as the porn heroes that Reader by same-essence identifying for the moment this evil behavior will recall on the readers mind. Since Most readers of this site are somewhat Teens and young adults, have more Learning power and influence. In this case, as gatekeeper's mode and Analysis In this group is not completed properly, the danger is that we see more injuries among the group. Sometimes Narrator Not only by Stilted defines his story but act a prostitution abhorrent action to share their intimate or sex with friends and family pride on the presence of them so that often this two-way relationship is called cross-gender behavior. Among theses, there is nothing as allergy and intolerance and are excluded as something traditional (in the literature, including stories). These relations should be promoted in all Family Network and even at second-degree relatives is Sex Partner of narrators so that like whole family is an unusual network of gender relations and everybody knows each other.

#### B) Marital infidelity

Another blow that enters the family in this story is marital infidelity and justified prostitution promoting.

The main reason for these relations from the narrators is sexual dissatisfaction and providing justification for infidelity. Throughout the whole story And particularly describing the details of sex, A traitor, makes his

betrayal Natural Because on their mental space Compared his sexual partner With his wife and In an overall rating would feel her in a higher position that can treat his folded down sexual Ganglia. The end point of treason is Traitor priding to his own action and sometimes is giving betray right to his wife because it is natural and normal behavior and both parties have notified each other s infidelity and Enter the Mutual rating and scoring.

### **5.6. A social network**

One of the services that this site puts for their users is creating a social network. On This Network People will know each other and by Perverted email Communicate with each other. And after a while the relationships are extended to the real world. To undermine the foundation of the family in an Obvious way, Creating a behavioral abnormality, Risky sexual behavior, Sexy promoting community And its achievement with the help of user unconscious, will take the community future to Unsuccessful social crises.

## **6. Discussion and conclusion**

However, on a scientific review a conspiracy theory approach Or so-called Uncle Napoleon shouldn't Be used, But by looking at the history of porn Some of the suspects can be seen Including international Zionism, are The first actors in this scenario, In the United States Jewish in the form of producers and sellers of lewd processing products And also acting in pornographic films, Manage this industry in the world. Between 1940-1890 we face the Jewish immigrants in America that in published literature, songs, jokes and novels, magazines and rep writings have participated. The most famous manufacturer and rep dealer During World War II is Jewish Ruby Asturman that In the 70 The controlled the market of pornography in America. At the end of the, he was greatest players of pornographic magazines in America and expands his business in more than 200 pornographic book stores across America. His rep cinemas for processing and construction was in America in the late '90s after his death by his son David as his successor as business family continued. Now, another Jew named Steven Hirsch is instead of Asturman follows this work. So that his Company as rep making Microsoft on the world is called that are the most manufacturer rep films in America.

What can be seen in the discussion on this story is a purposeful, professionals and experts narrative that starts from an obscene and provocative space and addicted readers to itself. In these stories, Master narrative does not violate Designed Principles of sites by operator for its stories features and all are following the conversion of all human subjects to Non-human objets that are discharged from any human feelings and have no purpose other than sex. In this relationship what of narrators and their partners can be seen is Unusual sexual immorality And the visualization of people who act like professional Stars of porn movies. With observing the frequency of story characters Relations It can be acknowledged that The main objective of Spreading lewd Processing story Of this Site is the Destruction of Iranian and Islamic Family Foundation And that In this relation, Two main aspects are propagating, 1 - Marital Infidelity Advertising Without any guilty conscience in apparently normal spaces And They promote marital infidelity And seek to destroyed Trust and honesty that are two key elements of a marriage. 2 - Sexual relations between family members. Although among the incest and non-incestuous so that Portrait of a family is created that are like Social sex networks and Family zeal has no place on the family.

### **6.1. Recommendations**

In general, with the emergence of problems in the areas of design, More or less Guidelines themes of Theoretical and practical strategies also will be established. Only it should be feasibility that Individual and community capacity in the scheming of things and accountability to the community is up To what degree. In other words, it should be assessed that Guidelines and Strategies how and to what extent can be In order to regulate and organize and finally in order to guide Towards Stable and harmonious Human Development, because the abstract design of issues and solutions And quotes from the experience of other communities, is not useful (Bakhshandeh et al, 2007). For this reason, the following practical suggestions are offered:

1. To apply more efficient filtering systems so that access to porn sites for curious users will be limited or even impossible.
2. Forming a legal committee by foreign ministry for prosecution of The Persian porn sites server which can invade National and religious values of Iranian.

- 3 - The legal approach to Internet cafes and computer centers that sell crushing filtering software and porn movie.
- 4 - To provide social and economic conditions for young people to their marriage to avoid infidelity.
- 5 - Life skills training for adolescents and young adults for immunization and vaccination against social and moral deviations.
- 6 - Special Look of cultural institutions to teach parents the right to educate children and establish good relationships between parents and children.

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