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RESEARCH ARTICLE

SOCIO-CULTURAL AND ECONOMIC DEVELOPMENT OF RURAL COOPERATIVES WITH RESPECT TO THE PERFORMANCE OF THE MEDIA (CASE STUDY: LORESTAN PROVINCE COOPERATIVES)

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ABSTRACT

Given the importance of socio-cultural and economic development of rural cooperatives in developing countries and taking into account the impact of media on people, this paper is going to examine the effectiveness of educational services and advocating for services credits, production services and services bodies providing the agricultural product on the development of the province's agricultural production cooperatives in Lorestan. Information and education in the field of services providing radio production inputs not differ between rural cooperative development but in other components of education and awareness in the field of radio training and promotion, notification funding from the radio, education and information services, marketing of agricultural products by radio in the Type I error (ie, 0.05) H0 is rejected in favor of H1. According to the Spearman correlation coefficient test, educate and inform radio and cooperative development there is a significant relationship. Of course, the correlation coefficient between independent and dependent variables, (0.907) which showed a direct relationship between the dependent and independent variables. In other words, according to the results of this test, increased education and awareness by radio will encourage the development of cooperatives. According to the Spearman correlation coefficient test, educate and inform the TV and there is a significant relationship between the development of cooperatives. The correlation coefficient between the dependent and independent variables, (0.865) showed a direct relationship between the dependent and independent variables. In other words, according to the results of this test, increased education and awareness by radio will encourage the development of cooperatives. The rating also factors, education and awareness information and educational services promoted by radio with a score of 3.04 was awarded first place in the development of rural cooperatives. After that training and information services, marketing of agricultural products ranked second with a score of 2.78 in. Funding with an average rating of 2.15 in the third and the provision of production inputs is fourth with 2.05 averages. The relationship between dependent and independent variables can be expressed as follows: Y=2.287+2.110X1+0.798X2+0.098X3+0.543X4

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INTRODUCTION

In the new world order, we live in a media age, an era in which the mass media an integral part of our lives. Communication with different media policies facilitate and accelerate the country's cultural development. In the age of communication media function, undoubtedly in all aspects of social and cultural life of human societies is undeniable. Today, society is deemed to be developed alongside the development of social and economic indicators such as per capita income, gross National distribution and mortality rate, the standard of education and information and the knowledge of social stress (Fesharipour, 1998). In such a society, new means of communication with the production and distribution of information desired, a large role in raising awareness and necessary to undertake various and the community will help to achieve perfection in all aspects. Now the media are the social dynamic policies can be combined with policies oriented culture operating mixing, balancing and link to the original doctrinal beliefs and traditions are fertile community and with the development of creative and cultural growth of our all-round development aid and the dynamics of their thoughts. In the meantime, it seems, for cultural development to strengthen national identity and unity on the agenda embed future planning cultural development of the country, according to cultural policy, as well as upon media policy based on

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development prospects in the information society era now, it seems necessary. In fact participation in educational programs, promotion and development is one of the crucial factors for rural development, in order to achieve development goals (Hosseini nia, 1999: 24). The villagers also participate in promotional programs is essential. The people must be involved in all aspects of programs and freely comment on the Reliability of the programs carried out by them knowingly and willingly. (Malek Mohammadi , 1994: 358) Samara (1993) in an article entitled "Factors affecting the participation of the members of the new rural cooperative castle" using interviews and questionnaires, the survey covered 24 villages. His findings showed that six of the arable land area, preventing the cultivation of grain, the literacy rate, the amount of income, occupation and age of the utmost importance to the tendency of farmers to participate.

Also Ghasemi (2002) in an article titled "People's Participation in Rural Development" stated that attitudes, personality traits and capacities and structures, structural-social and conceptual structures including motivational factors are involved for the participation of those living in rural areas. In general it can be said among domestic studies, incoherence, inconsistency and, most importantly, lack of purposefulness and effectiveness of rural development policy of non-economic objectives (Musharraf , 1992), the role of local organizations in the development of rural hospitality (Mobaraki , 1994), unequal relationship between town and country (Fakhradin Tafti, 1995), environmental factors, human, economic and physical migration and depopulation of rural villages and the role of immigration in untapped natural and human resources (Mohammadi Yeganeh, 2004). The effect of solutions based on the increase in unemployment in rural areas (Niaiegabie 2004), poor performance in improving social and economic conditions of rural councils (Ahmadi, 2007) and the impact of agricultural development on social development such as education, participation and immigration (Mansouri, 2009) have been investigated and addressed. In foreign studies as well as studies about different aspects of rural development, such as the importance of decentralization as the most important tool for rural development (Parker, 1995), the need for cooperation and joint efforts of the four elements of government, productive sectors, social sectors and markets in rural development (knowledge October, 2009), the need to strengthen partnerships has been made between public and private actors in achieving sustainable rural development and the importance of infrastructure (Kostov and Lingard, 2004). We suggest that the current situation of rural social forces as in the past the village to the village do not pay social reproduction of components and elements. There is also a lack of serious weakness in terms of culture or reproduction of our village. The weak institutionalization of norms and beliefs and shared values of the predecessor to the current generation of crossing generations proves the lack of cultural reproduction. Infrastructure and a credit society are the factors for the survival of the society, culture and society. But what about rural cultural reproduction witness or slow the destruction of culture made the transition from the previous generation to generation rural society today. It is the belief of many that parents neglect the importance of creating the culture. But, according to the authors, it seems that the process of modernization and its great carriers (media and educational institutions) and modern committee visual experience by today's generation, the gap has fueled. In fact, social experience that today's generation have different and sometimes conflicting with the experience of the previous generation (Asayesh, 1997). Considering the importance of this paper the effect of promoting educational services, credit services, services marketing, manufacturing and service supply organizations for agricultural products on the development of agricultural production cooperatives pay the province.

MATERIALS AND METHODS

Research method is descriptive and correlation. The purpose of the survey is applied and the method of its implementation that information will be collected by field method. The results of this study can be used by the managers, experts and planners of the Rural Cooperative Organization so that through the media, four tasks of (promotion of educational services, credit services, manufacturing and service bodies providing services marketing agricultural products) Agricultural Production Cooperatives province, to better convey to members. According to expert training and cooperative production of the province, the number of active cooperatives are 8 companies whose 2618 members. Given that the population of the study of several of the city, therefore, in this study, stratified sampling is used. The study sample was selected using Cochran formula, based on which 207 members of agricultural production cooperatives in the villages of the province were selected to respond to the questionnaire.

However, for failing to return the questionnaire that this amount was reduced to 200. Thus, the intended sample size in this study included 200 people. In this study, field study to collect data and documents (the library) using secondary and minor creature comprehensive review of the documents were documents with background research and theories were studied and relevant conclusions based on experts views research purposes, the utilization was that it would consolidate the theoretical framework for designing investigated. Field stage to collect the data from the questionnaire, a questionnaire was used contains the following sections:

- Personal and professional characteristics of respondents (age, gender, marital status, employment status, education level, income, amount of land owned, ownership of agricultural land, history of membership in the cooperative)
- Statements related to the educational services provided by the company to promote agricultural cooperative
- Related items to provide authentication services by agricultural cooperatives
- Statements related to bodies providing services produced by agricultural cooperatives
- Statements related to the provision of services marketing agricultural products by agricultural cooperatives
- Statements relating to the role of audio-visual media on promoting the educational services provided by agricultural cooperatives
- Statements relating to the role of audio-visual media services on credit by agricultural cooperatives

Table 1. Descriptive statistics of the research variables

	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Development of rural cooperatives	2.72	3.55	3.3205	.39978	-1.957	1.014	3.846	2.619
Education and information via radio	2.81	4.40	3.8433	.70374	-1.704	1.014	3.165	2.619
Education and awareness through TV	2.69	3.50	3.2713	.38887	-1.972	1.014	3.907	2.619
Valid N (list wise)								

Table 2. Output Chi-square test the effect of independent variables on the radio

	Education and awareness information and educational services promoted by radio	Notification of funding from the radio	Education and information services, marketing of agricultural products by Radio	Education and information services, provision of production inputs from radio
Chi-Square	25.243	26.768	8.983	5.151
Df	12	11	3	3
Asymp. Sig.	.014	.012	.046	.161

Table 3. Spearman correlation coefficient in the first main hypothesis

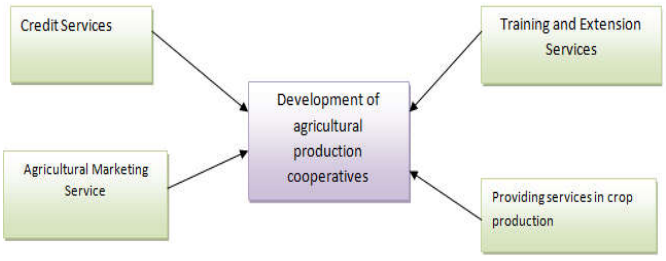
			Development of cooperation	Education and information of the Radio
Spearman's rho	Development of cooperation	Correlation Coefficient	1.000	.907(**)
		Sig. (2-tailed)	.	.001
		N	9	9
	Education and information of the Radio	Correlation Coefficient	.907(**)	1.000
		Sig. (2-tailed)	.003	.
		N	36	36

- Statements relating to the role of audio-visual media on the bodies providing services produced by agricultural cooperatives
- Items related to audio-visual media and marketing services on agricultural products by agricultural cooperatives

In this study, Cronbach's alpha coefficient was used to identify reliability. Cronbach's alpha values for all inquiries equal to 83% and more than 75/0 respectively. As a result, reliability of the questionnaire was approved. In this study, a variety of variables "independent" we examined the dependent variable in this research is the development of cooperatives in Lorestan province and independent variables are as follows:

1- Training and Extension Services
2- Credit Services
3- Services providing production inputs
4- Agricultural Products Marketing Services

The conceptual model is also shown below.



After encoding the data using software (spss) are conducted in two phases. Descriptive statistics for calculating the mean, standard deviation, minimum, maximum, frequency percentile Is used. Descriptive statistics assumptions using appropriate statistical methods to assess the chi-square test examines the levels of the cooperative organization approach to rural development is done each of the levels. To determine if there is a significant relationship between independent variables and the dependent variables or meaningless individual and the type of relationship (direct or inverse, positive or negative), the Spearman correlation coefficient was used, followed by Friedman test ratings are variable factors and. The independent variables in the regression coefficients Spearman method to determine the size have a significant relationship with the dependent variable will be used.

Findings

The following table is related to the descriptive statistics of the variables education and awareness through radio, television and the development of rural cooperatives including statistics on the average, maximum and minimum variables, the mean standard error kurtosis and skewness are:

Of the 200 subjects, 5.5% were female and 94.5% are male. The average age of members is 30 to 40 years of rural cooperatives and overall 10.5% of members are aged between 20 and 30 years. And 38% between 30 and 40 years, 21% between 40 and 50 years, 20% between 50 and 60 years and 10.5% are older than 60 years. Based on the results of the marital status of unmarried 7% and 93% are married. The education level of the sample should be noted that more than half of people with education levels below high school diploma. More specifically, 51.5% high school diploma, 26.5% associate, bachelors 14.5%, 7% have masters and doctoral education and scholar none of the samples have not. Ignition

Table 4. Summary results of Spearman for items related to the impact of information and education on the development of cooperatives Radio

Variable 1	Variables 2	Spear man correlation Coefficient	The Significance Level
Education and information of the Radio	1. Training courses	0.985	0.025
Education and information of the Radio	2 - Agricultural Exhibition	0.856	0.000
Education and information of the Radio	3. seminars and roundtables	0.876	0.012
Education and information of the Radio	4. The visiting members from the fields of scientific extension	0.758	0.102
Education and information of the Radio	5. The transfer of successful experiences to other cooperatives	0.985	0.000
Education and information of the Radio	6 - Introduction of extension publications	0.858	0.000
Education and information of the Radio	7. Education makes transferring modern technology	0.856	0.000
Education and information of the Radio	8. The production cooperative education in order to familiarize members with the ESA, pillars of the company, duties and rights of members	0.589	0.0026
Education and information of the Radio	9. Training to Members in the fields planting and harvesting	0.869	0.036
Education and information of the Radio	10. Presentation at the Credit	0.854	0.025
Education and information of the Radio	11 - providing loans or facilities needed	0.789	0.050
Education and information of the Radio	12-credit fund services cooperatives	0.754	0.048
Education and information of the Radio	13. Insurance of agricultural products	0.859	0.048
Education and information of the Radio	14. Follow-up to provide the necessary bank loans with low interest rates	0.954	0.000
Education and information of the Radio		0.896	0.000
Education and information of the Radio	15. Referred to other banks to get credit	0.325	0.221
Education and information of the Radio	16. Bank lending enough and the time required	0.405	0.014
Education and information of the Radio	17. The provision of agricultural inputs (fertilizers, pesticides, and seeds) as needed	0.356	0.182
Education and information of the Radio	18. The provision of agricultural inputs (fertilizers, pesticides, and seeds) in the required time	0.587	0.452
Education and information of the Radio	19. The introduction of machinery required		0.689
Education and information of the Radio	20. The introduction of resistant varieties and high yielding	0.789	0.087
Education and information of the Radio	21. the availability of other varieties with the climate	0.458	0.096
Education and information of the Radio	22-develop ties between farms	0.268	0.874
Education and information of the Radio	23. provide farm water resources	0.254	0.154
Education and information of the Radio	24. transportation of agricultural products	0.326	0.002
Education and information of the Radio	25. storage of agricultural products	0.589	0.041
Education and information of the Radio	26. The packaging of agricultural products	0.756	0.000
Education and information of the Radio	27. Conversion of agricultural products	0.789	0.000
Education and information of the Radio	28. collect agricultural products	0.758	0.025
Education and information of the Radio	29. compliance with the standards of agricultural products	0..698	0.000
Education and information of the Radio	30. Advertising for the sale of agricultural products	0.879	0.000
Education and information of the Radio	31. Product Marketing	0.789	0.087
Education and information of the Radio	32. appropriate time and marketing services	0.654	0.321
Education and information of the Radio	33. The purchase of agricultural products	0.625	0.000
Education and information of the Radio	34-time payment of agricultural products purchased	0.784	0.000
Education and information of the Radio	35. reduce the role of intermediaries	0.785	0.032

Table 5. Spearman correlation coefficient in the second main hypothesis

			Development of cooperation	Education and information of the Radio
Spearman's rho	Development of cooperation	Correlation Coefficient	1.000	.856(**)
		Sig. (2-tailed)	.	.001
		N	9	9
	Education and information of the Radio	Correlation Coefficient	.856(**)	1.000
		Sig. (2-tailed)	.033	.
		N	36	36

Status of individuals is also the case that 24% are employed and 76% unemployed. It also owns 95% and 5% rest of the land is leased from Members that this figure shows almost the owner are very high number of members. In the history of the insurance should be noted that members have an average of 12 to 16 years are insured. More specifically 3% had a record membership of 0 to 5 years, 10.5% had a record date of 5 to 10 Years, 76.5% of the membership from 10 to 15 years, 4.5%, with 15 to 20 years, 4% of 20-25 years and 1% had a record Membership of 25 to 30 years. Also among the 200 subjects, 5.5% of revenues 500,000 to 2,000,000, 18% of revenue 2,000,000 to 3,000,000, 15.5% of revenues 3,000,000 to 6,000,000, 6.5% of revenue 10 million to 15 million, 56.5% have income of 10 million to 15 million, which can be expressed as the average income Member is 10000000 to 15000000.

Table. Summary results of Spearman for items related to the impact of information and education on the development of cooperatives

Variable 1	Variable 2	ضریب همبستگی اسپرمن	سطح معنی داری
Education and information of the Radio	1. Training courses	0.985	0.000
Education and information of the Radio	2 - Agricultural Exhibition	0.858	0.000
Education and information of the Radio	3. seminars and roundtables	0.856	0.000
Education and information of the Radio	4. The visiting members from the fields of scientific extension	0.989	0.000
Education and information of the Radio	5. The transfer of successful experiences to other cooperatives	0..698	0.002
Education and information of the Radio	6 - Introduction of extension publications	0.879	0.000
Education and information of the Radio	7. Education makes transferring modern technology	0.789	0.000
Education and information of the Radio	8. The production cooperative education in order to familiarize members with the ESA, pillars of the company, duties and rights of members	0.654	0.0026
Education and information of the Radio	9. Training to Members in the fields planting and harvesting	0..698	0.036
Education and information of the Radio	10. Presentation at the Credit	0.854	0.000
Education and information of the Radio	11 - providing loans or facilities needed	0.789	0.096
Education and information of the Radio	12-credit fund services cooperatives	0.754	0.087
Education and information of the Radio	13. Insurance of agricultural products	0.859	0.048
Education and information of the Radio	14. Follow-up to provide the necessary bank loans with low interest rates	0.954	0.000
Education and information of the Radio		0.896	0.000
Education and information of the Radio	15. Referred to other banks to get credit	0.325	0.221
Education and information of the Radio	16. Bank lending enough and the time required	0.405	0.014
Education and information of the Radio	17. The provision of agricultural inputs (fertilizers, pesticides, and seeds) as needed	0.356	0.000
Education and information of the Radio	18. The provision of agricultural inputs (fertilizers, pesticides, and seeds) in the required time	0.587	0.000
Education and information of the Radio	19. The introduction of machinery required	0.325	0.000
Education and information of the Radio	20. The introduction of resistant varieties and high yielding	0.789	0.087
Education and information of the Radio	21. the availability of other varieties with the climate	0.458	0.096
Education and information of the Radio	22-develop ties between farms	0.268	0.874
Education and information of the Radio	23. provide farm water resources	0.254	0.154
Education and information of the Radio	24. transportation of agricultural products	0.326	0.002
Education and information of the Radio	25. storage of agricultural products	0.589	0.041
Education and information of the Radio	26. The packaging of agricultural products	0.654	0.000
Education and information of the Radio	27. Conversion of agricultural products	0.625	0.000
Education and information of the Radio	28. collect agricultural products	0.784	0.025
Education and information of the Radio	29. compliance with the standards of agricultural products	0.785	0.547
Education and information of the Radio	30. Advertising for the sale of agricultural products	0.654	0.325
Education and information of the Radio	31. Product Marketing	0.789	0.087
Education and information of the Radio	32. appropriate time and marketing services	0.524	0.321
Education and information of the Radio	33. The purchase of agricultural products	0.325	0.000
Education and information of the Radio	34-time payment of agricultural products purchased	0.986	0.000
Education and information of the Radio	35. reduce the role of intermediaries	0.365	0.032

Table 7. Ranking parameters educate and inform radio Friedman nonparametric test

	Average Rank	Rank
Education and information of the Radio	3.04	1
Agricultural marketing service via radio	2.78	2
Financed through radio	2.15	3
Provision of production inputs via radio	2.05	4

N	7
Chi-Square	7.654
df	3
Asymp. Sig.	.038

According to the study, the 0.05 significance level, the ratings are correct (0.038 <0.05).

Also, 46% of members have a pitch of 1 to 10 hectares, 32%, 10 to 30 hectares, 15.5%, 30 to 60 hectares, 6.5%, 60 to 100 ha. Crops cultivation of wheat members last year were 33.5%, 29.5% and 37% barley than wheat and barley, respectively. The use of radio and television in this way was by Member of the 200 subjects, 58%, one hour, 23.5%, two-hour, 7%, 3 hours and 11.5% more than three hours a day watching TV. Also among the 200 subjects, 11% two hours, 26.5% three hours, 62% more than three hours a day listening to the radio. In the comments and views of members should be noted that 10.1% of the sample, reject the development of cooperatives in rural extension services have found it very good. It was considered well by 14.8%, 22.2% and 20.4% poor have very unfavorably. Funding is also another service provided by the cooperatives are four, 12.9% of members have a very favorable view of the situation. 16.5% preferred the current situation, 18.1% poor, 16.2% have a very unfavorable assessment. According to 36.3% of members do not be financed from village cooperatives. 11.1% of members of rural cooperatives situation is very favorable in terms of providing marketing services for agricultural products, 14.5% good, 20.6% poor, 18.5% were considered highly undesirable. 35.4% also believe in the development of rural cooperative marketing of agricultural products has been done in terms of providing services. Supply of production inputs is another service provided by rural cooperatives .14.1, a member of it favorable, 16.7, desirable, 22.7, undesirable, 20.5, have very unfavorably. 26.1 The

Table regression analysis of the variables related to education and awareness Radio

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta	B	Std. Error
1	(Constant)	2.287	17.114		3.289	490.
	Education and information of the Radio	1.110	0.249	0.876	5.083	.021
	Agricultural marketing service via radio	.798	.088	0.509	2.479	0.031
	Financed through radio	0.078	.311	0.056	.806	0.003
	Provision of production inputs via radio	.543	.144	0.102	1.541	0.034

a Dependent Variable: developing

Table 9. Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.994(a)	.988	.984	0.039

a Predictors: (Constant), radio4, radio3, radio2, radio1

Table 10. Results of regression of variables related to education and awareness TV

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.145	4.248		1.447	0.045
	Educational services provided and promoted through TV	.695	.106	.750	6.568	.022
	Financed through TV	.105	.747	.530	1.617	.047
	Provision of production inputs via TV	.080	.183	.141	.441	020.
	Marketing of agricultural products through television service	0.995	.046	.229	2.161	0.031
	a. Dependent Variable: developing					

Table 11. Summary of the Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.991(a)	.982	0.983	0.049

Members believe that the rural cooperatives providing production inputs not. Chi-square test to evaluate the development of cooperatives. To investigate the influence of the independent variable inputs provide training and information services, production of radio, education and information services, agribusiness by radio, information and education services and promotional funding from Radio, Radio on the development of rural cooperatives. The information was obtained by the SPSS software. As can be seen in the context of services provided educate and inform radio production inputs differ between rural cooperative development but in other components to educate and inform radio services in the field of education and extension, notification of the radio supply credits, education and information services, agricultural marketing by radio at the level of type I error (ie, 0.05) H0 is rejected in favor of H1. Therefore, these factors affect the development of rural cooperatives.

Spearman correlation coefficient

SPSS software output is summarized in the following table:

According to the table above, the significant level model (95 percent) and the level of error that is 05/0, the Sig (significant) smaller than the error (05/0 <0.003); therefore, H0 is rejected and hypotheses H1, is confirmed. According to Spearman's Correlation coefficient, educate and inform radio and cooperative development there is a significant relationship. Of course, the correlation coefficient between independent and dependent variables, (0.907) which showed a direct relationship between the dependent and independent variables. In other words, according to the results of this test, increased education and awareness by radio will encourage the development of cooperatives. Given that each of the services provided by rural cooperatives statements that are, Spearman coefficients for each of the items in the following table:

SPSS software output is summarized in the following table

According to the table above, the significant level model (95 percent) and the level of error that is 05/0, the Sig (significant) smaller than the error (05/0 <0.303); therefore, H0 is rejected and hypotheses H1, is confirmed. According to Spearman's correlation coefficient, education and awareness there is a significant relationship between television and the development of cooperatives. The correlation coefficient between the dependent and independent variables was (0.865) which showed a direct relationship between the dependent and independent variables. In other words, according to the results of this test, increased education and awareness by radio will encourage the development of cooperatives. Due to the fact that each of the services provided by rural cooperatives statements

that are, Spearman coefficients for each of the items in the following table:

Ranking Variables and using Friedman

Several hypotheses can be compared using the Friedman test. Since the answers are dependent on the rank using this method can be compared.

Rating services provided by cooperatives

The following table, educate and inform about educational services and promoted by radio with a score of 3.04 was awarded first place in the development of rural cooperatives. After that training and information services, marketing of agricultural products ranked second with a score of 2.78 in. Funding with an average rating of 2.15 in the third and the provision of production inputs is fourth with average of 2.05.

Regression

To get the right model and the independent variable on the dependent variable impact factor regression should be used. Here the procedure is conducted Enter and regression in SPSS. The appropriate model for cooperative education and information on the development of rural radio will be examined. Here the independent variables educate and inform about educational services and promoted by radio, informing funding from the radio, education and information services, provision of inputs and training and information services, production of radio marketing of agricultural products which are by radio respectively X1, X2, X3.X4 shown. As well as the dependent variable, cooperative development with Y is shown. Regression results in the formation of fine table reads:

To express the accuracy of the test is presented below:

According to a p-value of R and the values observed in the output table is explained the relationship between dependent and independent variables, as follows:

$$Y=2.287+2.110X_1+0.798X_2+0.098X_3+0.543X_4$$

The more appropriate model for the impact of television on the development of education and information for rural cooperatives is examined. Independent variables educate and inform about educational services and promoted by television, inform funding from television, education and information services, provision of production inputs from TV and education and information services, agricultural marketing by television, which are respectively X1, X2, X3.X4 shown. As well as the dependent variable, cooperative development with Y is shown. Regression results in the formation of fine table reads:

To express the accuracy of the test is presented below:

According to a p-value of R and the values observed in the output table is explained the relationship between dependent and independent variables, as follows:

$$Y=1.145+0.695X_1+0.105X_2+0.080X_3+0.995X_4$$

RESULTS AND DISCUSSION

Considering that cooperatives play an important role in community economic development and emphasized the economy get out of reliance on oil and the need to consider the agricultural sector as a driver of economic growth and also highlight the role of the media in contemporary society and its impact in various parts of the country and was found industry in the investigation of this correlation. In this regard, based on studies and the results obtained in this study, proposals to increase and improve the effectiveness of the capacity of the media in the development of the rural cooperatives. Development of rural cooperatives will be effective only if all parties involved and do their best to progress. In the meantime education played a major role in the learning process and empowers members of the cooperative plays. Training managers and employees about the impact of modern methods and explaining the prospects of development and its benefits on their lives destroys resistance and it can lead to internal commitment.

Therefore, it is recommended that members of the cooperative program of rural education are a current employee training program. Given that the use of the media requires the necessary infrastructure. Therefore we should support the government as an institution and supporting infrastructure to establish in rural areas so that the rural cooperatives members have access to media facilities. In this case can be based on the results and impact of the media on the development of rural cooperatives through the media paved the way for strengthening the organization and given that the study was in education and information to more effectively influence the development of cooperatives. Therefore, we can pay more than the media to inform the public radio. In addition, by creating local networks can be used to develop a higher capacity. Poverty means "injustice and inequality" that is not related words and similar. The relative position of individuals and families is very important. The overall level of inequality is an important indicator of the level of welfare. All countries are coherent and targeted programs for poverty reduction, which is very effective role of cooperatives in self-sustaining economy. To promote and Information Services Cooperatives can be used for multimedia applications that have greater acceptance. As a means of multimedia technologies and charm environment are used for education and advertising. The use of elite individuals with strong business backgrounds and combining creativity with this field can be moved in advance this goal. In each country, with the cooperation of the importance of cooperative colleges was established to train active member's employees and managers. KOBE cooperatives in Japan and has managed several of subsistence. A series of educational and recreational activities for adults provides. Migros Cooperative in Switzerland has increased its profits as dividend and is responsible for adult education.

The Co-operative Group in the UK for a long time been involved in the promotion and development of cooperatives, but now Para schools have gone further and have invested in six cooperative schools. Mondragon cooperatives have been established several schools that will help to preserve the Basque language. Therefore, in Iran, colleges and classes

established for this purpose and in some cases compulsory courses for the job. United Nations gender equality as one of its goals is raised. This is very important not only in itself but a way to obtain because higher incomes, control of fertility, reduce child mortality and improve this considered. So this culture through education, radio and television can be institutionalized in society. In urban areas, rapid urbanization process has been an increasing demand for water, while exploitable reserves and distribution of water resources is not responsible for the consumption. In the nineties. Population of over 62 million people lack access to clean water and sanitation were denied. Many immigrants from rural and suburban areas around cities in huts and cottages in the margins of life are deprived from access to piped water and are suffering from diseases caused by contaminated water. Radio and television notification can be very effective in raising awareness of this issue and make a significant contribution in this area.

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