

Adorno believed communication industry and media are controlled by capitalism and control society. Adorno also thought, it could become the reason for the death of selfhood and also the death of revolutions and chances for gaining freedom because "the man with leisure has to accept what the culture manufacturers offer him." These "manufacturers" are the new rulers, enforcing the regime of industrial capitalism through the ideological reproduction of "the man with leisure" or the pacified consumer—the uniform "mass man" himself “in a mass society.(Naremore and Brantlinger ,1991).

In contrast, the development of ICT in Iran, gave voiceless Iranians a media to broadcast their beliefs and hopes. Iranians want to avoid censorship and limitations of the state to discuss many important issues and taboos. New communication technologies became great tools for mobilizing people against autocratic regime.

When Iranians started to use social media, there were many women who found this new to express their feelings freely and it became a new expression of the self they had not had before. In fact the Internet gave women of Iran a rare opportunity to have a place to enjoy a little bit of freedom.

During these years, Instagram became popular public sphere that many Iranian women started to upload and share their photogram and selfies with people.

There is great potential in these photographs as an alternative photograph of Iranian society. These Instagram photos will be like a weak attack that make invisible cracks that gives the society a chance to build new relations among people. Because of that, autocratic governments have huge amount of sensitivity towards these. These photos has also changed many misunderstandings in the world outside Iran. When media in autocratic countries advertises ‘do not think’ and ‘do not question’, Instagram photos becomes an alternative solution and an impetus for social change.

In this article we try to explain abilities and potentials of Instagram photos that can help Iranians to gain their social freedom.