

Abstract

This thesis explores the interplay between new media and urban life, focusing on Tehran's Lowlagar Alley as represented on Instagram. Through a content analysis of 48 Instagram posts, the study reveals how the platform showcases the alley's aesthetic and nostalgic appeal primarily to promote the location. These representations, while preserving Lowlagar Alley's unique characteristics, align with global trends that emphasize the promotion and commodification of spaces tied to high-end consumption and identity construction. The research highlights Instagram's role in commodifying urban spaces, where the platform is utilized to sell not just a physical space but an aspirational lifestyle experience. While these digital portrayals increase visibility and potentially enhance the area's economic value, they pose significant challenges for urban planners and policymakers. The findings demonstrate the need for strategies that ensure urban areas maintain their cultural significance and continue to be inclusive and diverse in the face of social media-driven changes.