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The effects of cultural programs on higher education

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Abstract:
The main purpose of this study is the effects of cultural programs on higher education. The present study is of descriptive-analytical type and after examining the concepts, practical suggestions are presented by presenting the results. Most psychologists consider culture to be a social thing that is perceptually-conscious and a social learning that is achieved through childhood experience in humans. Therefore, culture has a more cognitive and emotional aspect and is created and developed in the minds of people in an abstract way and makes it attractive for the tendency to beauty and the development and flourishing of talent. Culture in higher education includes planned educational tools that are used as a means of communication and cognition for students who need the negative effects of culturalization and cause the student to spend his time working and Take things in stride and try not focus too much on the local culture, but try to keep the culture fresh.
Keywords: cultural programs, higher education, culture, education.

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Introduction

According to the views of UNESCO in the study of cultural communication problems, one of the roles and responsibilities of culture in society is the subject of higher education [1]. That is, the transmission of cultural information necessary for the development of ideas, the construction and development of personalities, as well as the various cultural and broad messages necessary to help learners in cultural and communication cognition, understanding and appreciation of each other and unity in social obligations. (Stuart, translated by Najaf Beigi and Sarafizadeh, 1996) Among the major tools that can be used to achieve mental mobility, national identity, sense of unity, independence and self-confidence, is higher education and in this case culture in education. Excellent can play a major role [2]. The growth of culture in developed and underdeveloped countries, especially in the field of cultural media, creates new opportunities in higher education. Because higher education is the basis of all economic, social and cultural development [3].

Definition of culture

"Culture" is the techniques, methods, tendencies, beliefs, and customs that help us to know others and introduce ourselves based on ethnic and local characteristics. (Kate Bahan, Diana Holmes, translated by Azarakhsh and Mehrdad, 1998) Although culture is an old and new term, but conceptually it dates back to the human desire to communicate and introduce customs and skills in early humans [4]. At present, information societies enable us to create an effective culture. Today, without the rational use of information technology, the communication of cultures will be almost useless and fruitless. We need cultural information to expedite and facilitate decision-making. The main purpose of cultural organizations is to obtain information, process it usefully and make it available for various tasks [5].

One of the roles of culture in higher education is to ensure that we can provide the cultural information we need about positive or negative deculturalization when needed. We should try to anticipate the information needed, and have it available so that while preserving the original culture of our native or local or country, we adapt to the new culture and do not suffer from culture or culturalism. Or so-called updating cultural information [6].

Developing countries, in addition to the problem of access to information about new cultures, also face structural and behavioral issues related to it. Efficiency in the field of these cultures depends on political, cultural, economic factors and how they are institutionalized and used. (Hanson and Rula, translated by Heydari, 1373)

In addition to the above factors, the other four forces that are effective in accepting the new culture in higher education are:

1. Creating positive attitudes and beliefs towards culture
2. The revolution of new intelligence institutions

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3. Information and social structures appropriate to the information society
4. Process of using information cultures [٧].

The role of cultural information and communication in higher education

Cultural information and communication leads to the creation of an "educational environment" in which both the means and the subject matter are discussed. As a tool, it equips a large number of people, especially new students in higher education, with basic information and cultural communication skills. As a subject or body of information, it allows people to better communicate with each other and benefit from social interactions [8].

There are clear and meaningful relationships between culture and higher education. Because first, information and cultural communication complement rational development. For many people in underdeveloped countries, higher education is considered equal to or equivalent to the means of mass communication and cultural cognition, and it is through culture that people acquire knowledge of information and cultural communication. Even the content of some cultural information and communication programs, which are not naturally educational, leads to the learning of the individual and enables the advancement of democracy and justice. Individuals have considerable access to traditional ethnic cultures and skills. Theories such as the creation of civilization through cultural tools indicate the growth of a new environment in which culture and education are all around us. Access to specific cultural information allows people to use it in solving cognition of people and trends and customs. Third, cultural facilities in many countries have led to the development of entrepreneurial and creative educational programs and some formal cultural educational programs and Indigenous regional have complemented school or university courses [9].

Some of these facilities are more informal and are provided for adults who need cultural knowledge or even entertainment.

Fourth, culture, especially the means of cultural communication, increases the student's knowledge in higher education. Cultural information can educate people who for some reason do not have access to foreign cultural information and its negative effects. Through cultural software, they can be recognized from the positive and negative effects of Eastern and Western cultures and culturalism or culturalization [10].

Duties of higher education over cultural programs

Policy-making in higher education has the following three issues.

1. Principled (traditional) politics:

According to this policy, higher education programs maintain the status quo, preserve the traditions of the society in general, which is the goal of the task,

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and the student must be obedient and have nothing to do with the result. Like keeping the Islamic hijab.

2. Realistic policies

Higher education policies must be in line with existing global, national, and local realities and in line with the student's psychological needs. Higher education should be subject to the demands of the student, and therefore higher education policies should not be contrary to the thinking, attitudes of the student. Example: interest in pop music instead of traditional music.

3. Idealistic policies

Higher education policies are ideal for achieving macro and high goals and are ideal (long-term). Like achieving social justice without class distance [11].

The role of Islamic higher education in the field of culture:

Because according to the verses and traditions of Islam, it is the duty of guiding humanity towards worldly and otherworldly perfection and happiness.) Provided the necessary facilities of the country, an army at the disposal of the rulers and can not be indifferent to the life and destiny of students and the future of higher education and culture because on the Day of Judgment God will answer for the cost of the treasury and destiny Is a student [12].

Higher education in order to prevent norm-breaking and chaos in society and social and cultural control and supervision should formulate legal solutions to guide the field of culture, and violators of norms in the field of higher education should be dealt with seriously. All over the world, there is supervision of cultural evaluation, supervision of higher education, place and time, such as Islamic and European countries, each of which has its own culture but is not without supervision [13].

Monitoring and evaluation models in the field of culture in higher education:

1. Prior to occurrence (prior to implementation): Higher education should have Lame arrangements as prevention or deterrence to prevent chaos in the field of culture, such as selecting or reviewing a film or publishing a book before publication and implementation by higher education.
2. During the performance: In addition to prevention and deterrence, the movement path must be in the correct direction during the performance, such as controlling a student after admission, the professor after hiring.
3. End of implementation: Higher education should have sufficient, necessary and comprehensive cultural issues and activities after the completion of supervision, whether it is in the Islamic legal path, national or not, as well as the amount of money spent to provide books and manpower

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in line Achievements and goals or not and whether the continuation of this method in the coming years should be or not. For example: Hijab in higher education, evaluation of a teacher at the end of the year [14].

The charm of cultural programs

Cultural programs include public programs developed by the Ministry of Science. Cultural programs usually have concepts for social education. In the field of moral education, sobriety, dignity and merit are considered as good traits and have a sufficient value [15]. Paul Michel Foucault (1926-1984 - French philosopher and thinker, founder of the poststructuralist school) The contemporary French philosopher believes that power in modern society is not military and has human resources and nature, but power is based on culture, knowledge and information. Therefore, the dominance of power today in the fields of medicine, society, psychology, culture, economics, etc. is based on the level of culture and science, knowledge and information. And the information is up to date in all socio-economic and even political areas [16]. In higher education, the individual power of individuals also depends on the level of science and knowledge and their various cultural programs. The difference between a normal person and a cardiologist, social scientist, etc. depends on his literacy. In today's world, 31 types of literacy have been defined. Which is how the personality is formed and the success of the individual in mastering literacy [17].

The goals of cultural programs in higher education are to convince the audience and for this purpose they use cultural, scientific, political, sports and artistic programs [18].

Cultivation in higher education

The harms of negative culturalism must be scientifically, logically, and consciously controlled and directed. If the type of coping with culturalism is not taught, it will lead to depression, behavioral disorders [19].

Discussion and conclusion

From the above discussions, it can be concluded that the world of the 21st century will in fact be a world of cultural domination over scientific, economic, cultural and political phenomena and activities. Education systems, as a result of which higher education can never separate itself from other social and national institutions and broad international interactions, because the educational community will be the center of gravity of change in the third millennium. In the present century, natural resources are not capital but the possession of capital information. The information society and culture, as a lifeline and at the same time may be considered a threat. Although these cultures are by no means neutral, they must be accepted as they are - a means of acquiring information and communicating with existing structures of society. At the same time, because the process of

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cultural change is in the nature of human social institutions, educational systems will undergo cultural changes or even possible challenges of culturalism in the near future. But the key question is what strategies should be adopted to ensure that education systems are not traditional in the ۲۱st century, but in line with the growth and development of human cultures to rebuild and recreate themselves so that they can compete in global competition and become agents. Transformation and development.

Practical suggestions

Culture is an important factor in social adjustment and the development of a person's personality, in which a person reacts to mental and physical health and to reduce psychological stress in the face of social stimuli. And it is a kind of immunity and empowerment against possible cultural dangers. Therefore, in this regard, it is suggested:

1. Efforts to have a vibrant and lively society by the cultural authorities of the country
2. Feeling the responsibility of all members of society as a duty and social duty to their own destiny and that of others in creating vitality, motivation, spirit of happiness and...
3. Informing the community through doctors. Psychologists and sociologists on the importance of individual and social happiness for physical and mental health as well as for the growth and development of the country.

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