THE EFFECT OF UNIVERSITY ON THE DEVELOPMENT OF SPORTS CULTURE IN SOCIETY

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ABSTRACT
Since the university was seen as an environment that allows for the necessary infrastructure for the growth and flowering of the talents of people and continue to promote a healthy culture of high impact , the aim of this study was to evaluate the effect of the development of sports in the society. The study was descriptive and using library resources .According to the research findings can be stated that the two methods of direct and indirect influence on the development of sport in society. Direct way through college sports and physical education programs at the university for Students of all groups and more importantly set up physical education in the field of education graduates and thus implicitly foster a culture of sport in the family and society as a whole can achieve this important role will be more effective. As well as the results achieved to model a healthy lifestyle, which is a subset of the main factors contributing to the rise and universities are getting this model.

KEYWORDS: University development, sports, society

INTRODUCTION
Essentially, the university environment in which to inject knowledge, motivation and joy , people aware of the scientific, intellectual , cultural and reasonably raise community and reflect a true insight into the life and attitude to be effective in promoting academic , behavioral and social stability and a sense of confidence and hope for the future. Therefore, according to the University can encourage young people to make healthy behavior and healthy habits such as exercise to increase the quality of life in society , which have to overcome major expectations. The development of sport in today's society both qualitatively and quantitatively converts it to new and healthy issue the welcoming , improve and promote on campus can be as direct and indirect efforts in the community and contribute to a healthy lifestyle in the community. So the best way to achieve a true culture of both education and universities in addition to being a pivotal role in the development of science , progress and prosperity of the country , the task of training human resources committed , professional and community culture as well. Students with learning healthy habits for a healthy life , and satisfaction with mental health community are moving scene, that their mental health is a state of well-being , a sense of community and satisfying cope with situations of personal and social features and upgrades will lead to reduced mental disorders, that the behavioral strategies is one of ways to increase mental health and can be noted sports culture (Nazer et al. 2012) and it is necessary to strengthen mental health in educational environments such as universities , the satisfaction and application of tactical and strategic underlying cause of excellence, move and create growth. A move that led to the strengthening of the spirit and ethos of modern man leads to transformation and away from mental disorders , the mental and physical .According to the World Health Organization , mental health and well-being is a state of complete physical, mental and social and not merely the absence of disease (World Health Organization, 2005). Interactive learning with the help of mental health , mental and social health background can be achieved with exercise , because life in the today world with psychological stress , and the initiative has been a lot faster than humans , and it moved into poverty and the poverty of movement problems , physical , psychosocial brought to it. Sports culture in a scientific environment can be a solution strategy as an inexpensive and refreshing to be able to solve this problem (Momtazbakhsh and Fakoor, 2007).The aim of this study is to evaluate the effect on the development of sports culture in the community is actually able to take advantage of the opportunity like college, for valuing the culture and strategies for growth and development in society and the effectiveness of the behavior and sport.

MATERIALS AND METHODS
This study intends to examine the impact of library studies and descriptive , Islamic Azad University on the development of sports culture in the community .The research is descriptive and using library resources and literature review study was conducted.

Shabani Bahar in 2004 , in a study of the status of physical education and sport in the education system as Avicenna ,get to the conclusion that given the educational system Avicenna, corroborates the notion that education should be comprehensive , thorough and comprehensive , and also many of the problems in the universities , because many advances uniaxial after graduation cannot be held accountable for their social problems on the basis of lessons are learned (Shabani Bahar, 2007). Hosseini and Taheri in 2010 in a study to look at the role of education in development as human capital , improving the efficiency of human resources with training in science centers have examined and concluded that two approaches have been put efficiency , and the ability is that the capability approach , increasing the labor productivity of the results of basic education and what's most important cultural and social promotion of education (Hosseini and Taheri Fard, 2010).

Injection of sports culture in universities

National governments and the international community to focus special attention on the development of sport and the role it will be well used .Perhaps the main reason for the importance of sports can be found in its permeability where the public interest of the sport and to be more precise, its popularity has led to exercise the effects wherever enters the most important and effective (Malmir, 2006). What is important is to be able to exercise the right culture in the community in some way influence the injection .However, the importance of sports in today's world is no secret .The relationship of these variables with issues such as sustainable development , economic development , peace , cooperation , environment , etc. , have a profound impact on contemporary societies has put in place (The United Nations Inter-Agency Task Force, 2002). Among these institutions and facilities such as universities are the source of the fundamental transformations in society and in the development of the culture of the sport, are influencing role because by creating the appropriate environment for diverse opinions clash, providing continuous education, contributing to the cultural and intellectual growth of society, healthy living habits to provide, creating a spirit of partnership and cooperation for development (Randall, 2007), the desirable attitudes and actions and transform, and towards a healthy cultural guidance and culture of the people affected by these social factors (Honari, 2012).The role of universities in the development of sports culture in society , both directly and indirectly can be referred to both the methods.

Direct methods
Academic Sports and Physical Education

The development of sports as underlying security and manpower training healthy is part of national development plans. In this regard, the development of sports culture (sports of universities and schools) play an important role in the development of other components of the general exercise - recreational sports , athletics and professional sports requirements. In addition to meeting the needs of institutions of college athletics college sports, development of sports and physical education in the development of supportive factors such as general sports science programs , the development of research and the like are effective. The university sports organizations play an important role in the development of physical education and sport .Physical education and sport a vehicle for promoting physical and mental health of the university community , thus improving the scientific , health and culture of universities is effective. Today, most of the world's universities have a special emphasis on sport and physical education , because on the one hand to maintain and develop the physical and mental health of students and employees and also to improve the presentation , reputation and attitude of the university can help. In this regard, and for the development of physical education and athletics , be realistic , given the needs , planning and quality of sports programs and emphasized the attention (General Directorate of Physical Education, 2011). Sports students as part of the process of education is followed by providing the necessary fields and create an environment and opportunity , all the students in a position to provide recreational and healthy competition and to respond to their basic needs , plans to strengthen the body along with the cultivation of the soul provide (Hosseini *et al.,* 2012).

Islamic Azad University and other higher education institutions responsible for human resources expert, scientific and theoretical education and their students (Hamidi et al. 2008). It offers various sports services to such individuals requires a clear mission and also preparing for university sport clear vision specified time horizon. One of the most important actions for the mission activities of the Department of Physical Education , Islamic Azad University and the effectiveness of is the use of " strategic planning". Strategic planning will help this organization to be the position of the Organization's internal environment variables, maintain and jumpy (Brayson, 2002). The fourth economic development plan, the Islamic Republic of Iran and the social and cultural development of a comprehensive system of physical education and sport in the country of each student to form a kind of exercise in mind, have put a very general,

but what is very important and necessary, it seems, establishing objectives, developing policies and strategies is to exercise executive student preparedness for directional and in accordance with the fourth schedule development and comprehensive system of physical education and sport in the country (Hosseini *et al.,* 2012). A play organized sports and move purposefully in order to improve strength , increase morale and skill acquisition runs (Kashef, 2000)..Professor " kan Hard Man " University of Manchester in England and a member of the Sports Council of Europe, states that sport is a form of physical activity that improves physical health and social relations arises or results of matches all the levels (Sajjadi et al. 2010). Richard Moll, to include general indoor endurance, physical activities, recreation programs in natural environment, recreational activities or physical readiness. Some of the experts that know the universal activity endurance, under any circumstances be execution and the need for specialized facilities and installations, and not for specific health and spend leisure time to accumulate runs. Cycling, climbing are considered these activities (Rahmani Nia, 2003).

The proposed solutions in this field can be expressed as follows:
Establish Islamic Azad University sports facilities.
 Strengthening exercises as the cornerstone of student sport student .
Establish Faculty of Physical Education at University.
use of internal and external factors University to eliminate the weaknesses and strengthen opportunities to strengthen and disseminate the culture of sport.
understand the minds of teachers and physical education teachers to the crucial issue of " talent in the field of sport " and provide economic and educational infrastructure to achieve the goals.
development of " extracurricular activities " to fill spare time .
development of extracurricular sports " need -based " in hostels .As extra-curricular activities including sports activities are those that interest the majority of students in campus dormitories will be possible to enforce.
forecast space facilities and equipment required to promote and develop sports in the dorms and encourage students to physical activity
use of physical education teachers and mentors graduate students to prevent injury and maximize their returns and want people to sport and physical activity
Provision of sports competitions within the University on the occasion and help promote sport in society through public interested in assessing the physical and sports activities the children. Given that public and sports champions bidirectional flow are a direct cause of why most championship medal since it states that public pay more attention to the sport and the culture of the sport and mobility in general have been more of them, in other words, universal sports is well established in the community between people and people who have learned to exercise financial and time costs of health.

Physical education at the University
University education of physical education students have taken a major step forward in strengthening the culture of sport in society , because at this stage the sport professionally taught to learners.
You can shape the field of physical education in educational foundations , moral , physiological , psychological and social divide and the basics of this expression (Ahmadi, 2008):
Basics educational, ethical, economical means: physical education is to the healthy building and driven person and, eventually, every field of Sports have in the framework of common values and the society. Especially in Islamic communities it would have all the strings in the framework of the policies of the Government, to be able to grow the Islamic community of excellence. This is an excellent goal and route of human happiness in the life of the mind and body wellbeing is achieved.
physiological principles : basically concepts of physical education can be taught by physical movement .Obviously, proper training and familiarity with the underlying movement means just like sitting, walking and other daily activities so they do not cause weakness and physical problems.
Principles of Psychosocial healthy growth and development of the social dimension of sport in society affect the power of the people in the building , because healthy people can help in the development of society.
Information and findings and the basic concepts of physical education in universities comes from three main sources (Ahmadi, 2008):
a) basic science , especially biology and physiology and science of biology and Human anatomy and body movement .
b) the humanities , including history and philosophy
C) social , cultural and human heritage, sociology , psychology and anthropology.

Indirect method

New modern society , democratic development and survival education need to educate people aware , tolerant , developed and are very independent-minded .As long as people are not moral human beings , free and creative education cannot be achieved (Gol Samanlu, 2012). It is therefore necessary for mental and emotional health of an individual in society , morality and ethics in universities is very important to be considered. Today's society with the increasing development of science and technology, more than ever, needs your views and ideas in accordance with Islamic moral boost , because the civilized man today to be on the move and slip progress is not necessary to the logic of this logic depends on his ethics . Mullah Ahmad Naraqi in Mi'rāj al- Sa'adah , expressing the moral point:

  "Utilitarian ethnic cleansing the soul of the character of vice and embellishing it with good habits that can be interpreted to edification ." Therefore it is necessary ethics training centers established as fundamental and institutionalized so that the middle school science and ethics at the heart of their safe return to the community (Pakbaz, 2013).

The concept of the University ethics training to help, and with the emphasis on human authority or partnership culture education and emphasize the human talent in the flourishing of various dimensions, necessary for the survival and expansion of democracy is that democracy provides and promotes its work structures, strengthened civil institutions and the formation of democratic education and democratic education makes that a culture of democracy and civil society in thought and behavior Develop (Gol Samanlu, 2012). The transformation of the university is inevitable , because of a growing body of science that deals with emotions and moods young fanatic and the young people in these areas to deliver stage .University students are given the right culture and the culture of feedback , tomorrow will be visible in the community. To the University in the form of tactical programs, strategic plans. The culture of sport in the community when the mental health of its finds that the University that his ethics is necessary to work and focus on the process of education, ethics and the ethics of real perception and understanding of the noble Islamic Youth stabilized, after the ethics of mental health of young arguably can be enjoyed and it is important he is to the other valuable stimuli like exercise. In fact, it can be likened to a university system that their entries are the same students in their process of education and the University, certainly the human output of Donna and are aware that the correct culture in society have brought with.
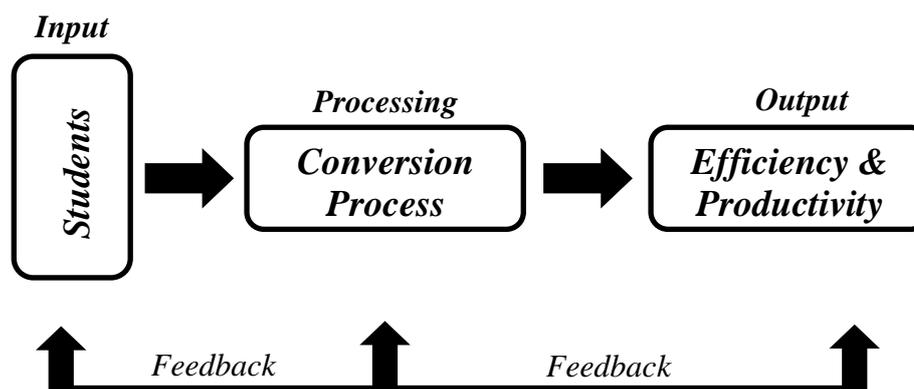

Figure 1. University of processes in a system

Universities in the formation of social character and individual students have many effect because a student in the process of University system has always faced with the feedback that while moving forward in the academic system, the feedback has been progressively more and transform the character of students. Of course these developments depends on the culture and values of the community and the character of the people (Ahmadi, 2008), some of these changes can be found in the incidence of social character, respect for the rules, the judgment, the updated talents, social relationships and feel a sense of responsibility.

RESULTS
 Universities and educational centers of the most important and influential country in a way that can shape a culture , a lifestyle , or a strategy to be effective in the community. Healthy lifestyle in a society should base their strength so that

planning will be among others, and the dissemination and the dissemination of a culture of healthy can be realized by the universities. The culture of sport in the community of one of a subset of healthy lifestyle that arguably control training along with tension, avoiding the destructive habits and healthy nutrition education to help students and comes as a result of a healthy society. In Figure 2,has shown a healthy lifestyle and the needs.
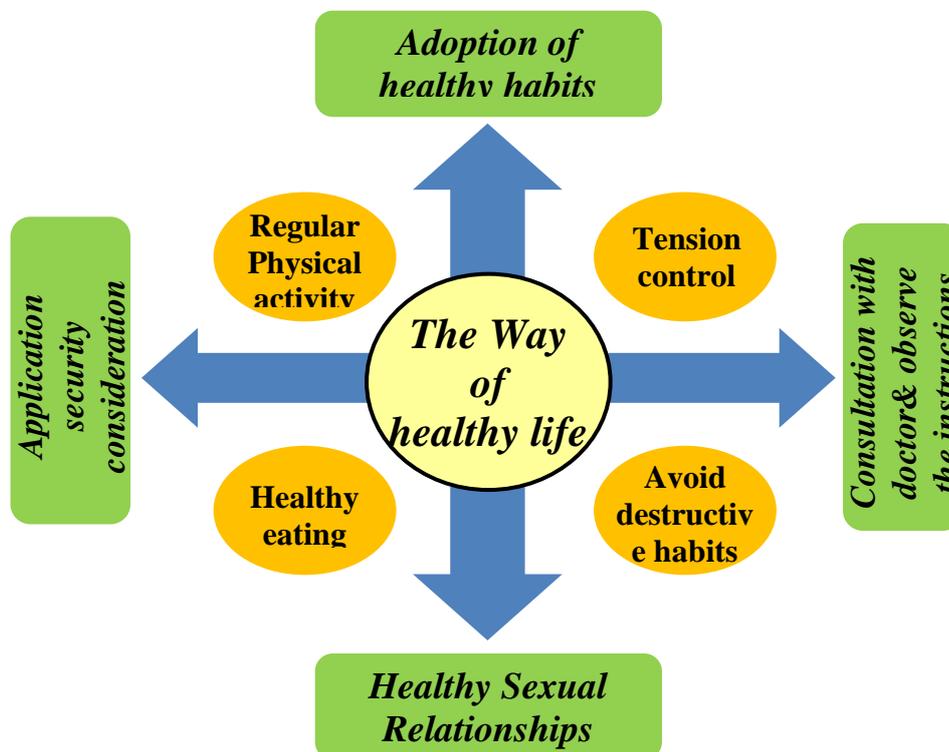

Figure 2. Healthy Lifestyle

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