The role of the university in modern society

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Abstract ;

It is well known that the university has three basic functions: education or training, scientific research and community service. But the social changes the world has known have changed the role of the university. This research paper aims to scrutinize the most important roles that the university has become exercising in modern society. In addition to education, scientific research and community service, they appear in: Achieving Economic and Social Prosperity, protection from social ill, social change.

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1. *Introduction*

No one is afraid that the linguistic meaning of the word university is taken from the community. This means that the purpose of the university is to gather all the knowledge and information about everything.

The University is an important institution in the society, as it is the area in which the frameworks that run the rest of the institutions in society are formed. Therefore, modern societies cannot abandon the university, because there is no institution that can compensate it and perform its roles and functions in society.

University spending has become an indicator that confirms the governments' interest in future investment, as it guarantees social, economic and even totals development of society.

Analysis and study of the economic and social value of the university's outputs is one of the most important cognitive concerns of many researchers. The main objective of this article is to know the role that the university has become playing in modern society, especially in front of what is known as the fourth revolution that went beyond the limits of materialism to the formation of knowledge and experience, the university's success in playing its role is measured by what it can add to this revolution and the development it can bring about in the economic and technological field.

This research paper proceeds from several questions, the most important of which are: What are the university's functions in society?
What challenges does the university face in modern society?

2. *University and the Relationship with the environment: Achieving Economic and Social Prosperity*

In 2002, the United Nations announced that 2005-2014 was the education decade for sustainable development. The aim of the move was to integrate the principles and practices of sustainable development into all aspects of education and learning. Today, higher education institutions, led by universities, continue to play an important role in promoting sustainable development. Today, the University plays an important role in teaching, learning and leading society towards sustainable development, it is responsible for generating and transmitting new knowledge from generation to generation.

This means playing a key role in promoting economic growth and thus pursuing the social and economic goals of society.
The University is a center for cultural radiation (Marjan, 2015, p. 7-28) and its outputs contribute to improving and revitalizing the economic situation of any country that wants to achieve sustainable development (Rocher, 1990, p. 9)

In fact, there is a mutual relationship between the university and the goals that societies want to achieve through total development programmes, the university is the key to achieving these programs, and at the same time we forget them as a result of their achievement.

"We argue that despite their paradoxes and tensions, universities are vital to progressing the SDG agenda—both as large

organizations in their own right and as enablers of others. They have a fundamental role to play across all four of their functions: learning and teaching, research impact, external leadership and internal operations ... For universities to perform their unique function as enablers of change, they need to simultaneously embrace their role as targets for and enablers of change, ensuring that they are a model for the kind of approaches and impacts they want to have. " (Steele, Rickards, pp 67–106)

Some approaches have come to view the university as an economic field that works by offering education and training as a commodity to attract students as a customer, by preserving the rare currency (professor), which is in competition with the rest of the universities to maintain its position. (Toulouse, 2007, p14)

3.*University and social change*

 "While businesses have been discussing corporate social responsibility since the 1960s, universities have been slower to recognize the important role they can play in their communities, reinforcing the popular stereotype of universities as 'ivory towers'. But this is changing. Many universities around the world have started to examine the social responsibilities they have to their communities. "

(www.britishcouncil.ph/programmes/education/ged/philippines/thoughts/universities-social-change, 03/07/2022, 19: 59h)

"Universities can help in providing with the new knowledge and skills needed to meet the challenges of

sustainable development in a community, in raising public awareness and providing preconditions for informed decision-making, responsible behavior and consumer choice. Universities are considered to have been regarded as key institutions in processes of social change and development."(Sharma, 2015)

Community service is mostly called the third task, but is closely connected to the first and second tasks. During recent years, community service has become highly value, in the countries of young democracies in particular. (Keerberg and all ,p33

4. *University and community protection from social ills*

For decades, there has been a lot of writing about the negativity of crime in society. In his article: CONCEPTIONS OF CRIME IN MODERN SOCIETY, the researcher L A HALLOWELL confirms that The researcher emphasizes that crime in modern society has led to erroneous assessments of risks, poor social life, and a general decline in social trust and solidarity that ultimately increases indifference and indifference to the needs of others. At the community level, the reaction to the problem of crime distracts the public from the most important social problems and diverts public funds from programmes aimed at improving housing, education and employment. Therefore, society needs to study closely the concepts and disadvantages of crime in society, so that

crime factors can be replaced by social development factors. (Halowell, 1978)

The first step the university has to take in this area is to focus and direct research and studies towards social problems. Delinquency, clandestine migration, school drop-outs, divorce, poverty, illiteracy and violence in all areas of society ... They're problems that need to be identified, how they happen and how they can be minimized.

Moscardini emphasizes the need for radical reform and changes in all aspects of modern university,and that's through:

Redefining and establishing a new role for the university in light of rising unemployment.

Develop a self-adaptable organizational structure to accommodate social changes and allow the University to respond quickly to these changes, within its capabilities. (Moscardini and all, 2022, p13)

As a center for scientific research, the University contributes to the development of scientific knowledge on all issues of society, which facilitates their needs and solves its problems and develops it in the future.

The results of applied research conducted at universities have been an important factor in overcoming the CORONA 19 pandemic, through electronic sterile, vaccines, therapeutic protocols....

Many countries rely on scientific research outputs to overcome economic and social crises, which are the case with Malaysia, which has taken premarital training as a crucial factor in reducing the problem of divorce, thus becoming the first country to control this problem.

Future statistics and studies conducted in universities and research centers are perhaps one of the most important pillars on which developed countries rely in formulating their future policies and eliminating many of the current problems.

The university's role in solving social problems has become one of the most important modern roles for it, as it has become obliged to teach the student how to live in his community, how to adapt to his data, and how to be an effective element in it.

This can only be achieved by modifying the higher education curriculum and focusing on preventive and development roles rather than the therapeutic role.

The university will not reach its goals of protecting society from social problems, unless there is coordination between the functions of the university and the environment of the community's educational, religious, cultural, economic and political institutions....

5.   Challenges facing the university in modern society?

Perhaps the challenge for the university in modern times is to change the concept of knowledge, how to obtain it and what its uses are. Knowledge was determined by the individual's ability to collect and use knowledge. But changes in society have changed the concept of knowledge to be able to contribute to the processes of social change and guide it towards serving society. The economies of developed countries are based on

knowledge and the economy has shifted from material to knowledge economy, the university therefore faces the challenge of how to turn its outputs into investments that benefit the national and global economy. And that's the role of the leading university.

"As the economy has evolved from being driven by physical capital to knowledge, and then again to being driven by entrepreneurship, the role of the university has also evolved over time. While the entrepreneurial university was a response to generate technology transfer and knowledge-based startups, the role of the university in the entrepreneurial society has broadened to focus on enhancing entrepreneurship capital and facilitating."(Autretsch,2014, p 313–321)

The university's transformation from its classical functions to a leading university will be achieved out of its interest in scientific research, the resulting patents, and its focus on intellectual property protection."There is empirical evidence that identifying, creating and commercializing intellectual property have become institutional objectives in various academic systems. Coming from different academic and national traditions, the university appears to be arriving at a common entrepreneurial format in the late 20th century. The entrepreneurial university encompasses a `third-mission' of economic development in addition to research and teaching, though the precise shape this takes might vary such that. "(Policy, 2000, P 313-330)

But what needs to be taken into account is that the transition to a leading university is not an easy issue, but difficult to achieve, especially in the face of environmental challenges. (At least two major trends can be identified that affect the future role of the entrepreneurial university: one is the shift to ever greater dependence of the economy on knowledge production (Stehr, 1994) and, the second, the attempt to identify and guide future trends in knowledge production.) (Policy, 2000, P 313-330)

One of the most important challenges universities have faced since 2019 is Covid 19, which has imposed a new pattern of distance education.

"In recent years, all the web-based education programs have become more popular with the new terms such as online learning. The rapid development and innovations in technology has made the online learning become more fun and interesting since it can combine the audio, visual, and animation effects to become a more promising platform."

(SAIDOUNI, 2021)

So universities are taking greater steps towards self-learning, " It is a method based on the learner's activity, self-effort, which corresponds to his speed and ability to use the programmed educational materials produced by modern technology, educational means, tapes, television programmes and audio recordings to achieve better learning levels on the way to achieving the desired goals of the individual."(Attia, 2016, p160)

But self-learning faces many challenges, and has several drawbacks, perhaps the most important of which are: More so than traditional students, distance learners are more likely to have insecurities about learning. (Knapper, 1988). These insecurities are founded in personal and school related issues such as financial costs of study, disruption of family life, perceived irrelevance of their studies and.(Jill M. Galusha,)

Yah and T Sai categorized the barriers in two   different orders:

The first-order barrier in technology integration   in classrooms is extrinsic, both preservice and   in-service teachers may run into first-order barriers in resources such as available technology, sufficient training, planning time,   and   relevant administrative support.

The second-order barrier is intrinsic, including   factors such as teachers' personal beliefs about technology   integration, willingness to change, and teachers' pedagogical beliefs."(Yeh, and Tsai ,2022, p p 2-3)
lack of support from employers. These pressures often result in higher dropout rates than among traditional students.

4. *CONCLUSION*

It seemed clear that the university's role in modern society was no longer confined to its classical functions, which is not so much a marginal function as it is essential. But the goal that the university must modify its curriculum to achieve is sustainable development.The university has become required to adapt its training policies and curricula to what society needs.This can only be achieved if training, education and community service programmes are driven by the conviction that change is the fundamental feature of society.And that you have to adapt to all the changes in the ocean, so that the university can benefit the community.

We can conclude this research paper with several recommendations, the most important of which are:Redefine the role of the university as a partner in community building.

Develop new collaborative community - based integrated - service systems.

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