

Effective Social Factors on the Studying Culture

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ABSTRACT

Studying, writing and reading are emphasized more than anything in the Quran and Islamic teachings. In this article, the effective social factors on culture of reading and studying are discussed and analyzed from the sociological point of view. The influence of factors such as family, peer group, society, media and school in promoting the culture of study has been examined, which show a graceful role in the direction of positive modeling of the society. Knowing and finding the factors influencing the book reading culture is the main goal of this research.

Keywords- book, reading culture, family, peer group, society, media and school.

I. INTRODUCTION

Reading and writing form the basis of past, present and future civilizations. No one can deny the civilizing role of books and writing in the development and improvement of human society. Any social, cultural, political and economic prosperity and development is the product of human reading and writing. Educated and literate society, its most prominent features are tolerance, mutual acceptance, mutual respect, tolerance of differences and rationality, which is due to the knowledge and ability of its people.

The word "book" itself comes from the meaning of gathering and coherence from the state of disorganization and disordering. Civilization also means to arrange, get order and regularity. In this sense, no one can ignore the role of books and writing. The most important principles in contemporary civilizations are the production of knowledge, creativity, discovery and production of new meanings, which are directly related to books, writing and reading. Its positive consequences are legality, reliability, orderliness and social and cultural cohesion.

In Islamic teachings, reading, books and writing are emphasized a lot. In the Holy Qur'an, the greatest source of Muslims, its first verses have been specified to

read and the importance of the pen. Therefore, Islam is a religion that begins with reading, writing and pen.

Also, according to the Qur'an, Irfan, poetry and literature in the field of Islam are full of teachings that express the importance and value of reading and books.

In this article, while explaining the different meanings of reading and writing, important factors that affect the reading culture have been discussed.

There are many definitions of the word culture, but here we will limit ourselves to a few short definitions:

Culture has been called the way of living. Culture has been considered as a space that covers the people of a society and people float in it (Trasi, 2012: 22-23).

Culture has been defined as a set of material and spiritual values. They consider culture as the air that everyone breathes and lives with.

Culture is related to all artistic, moral, scientific and spiritual activities that are connected with human life.

The word "book" means to integrate, gather and bring together from the state of dispersion. There have been many definitions of the book: the book can be called a silent teacher, which is ready to answer human questions in a specific field. Some have said that the book is a medium whose content can be transferred to

others and it can always be retrieved without time and place restrictions. The book is the carrier and preserver of human experiences, values and culture (Saroukhani, 2014: 46).

Reading is modified and said to be the discovery of the author's meaning and author's intention, also it is defined as the integration and fusion of the past and present horizons (Gadamer, 2015: 35), and sometimes reading is considered a dialogue with the work in the absence and death of the author (Barth, 1968). In his book "The Pleasure of the Text", Barthes states: "The text you write must show that it is eager for me." By presenting itself to us, the text takes us to itself and its world. In the same way, in the introduction she wrote about Barth's "Criticism and Truth", Shirin Dekht Daqiqyan quoted Kafka as follows about the importance of writing: "Writing is jumping out of the ranks of the dead" (Barth, 2013: 1).

Friedrich Schleier Macher believed in the single meaning of the text and defined reading as discovering the ultimate meaning of the text or work (Ahmadi, 2010: 76). Some have said that reading is the process of inventing and creating meaning. Some people believe that reading is an interpretation of a work, which maybe everyone can make their own impression. However, reading and rereading the text and the work is the most discussed in the field of hermeneutics today; however, we understand the issue with the importance of reading and studying in our cultural teachings:

Undoubtedly, that reading, books, and writing have been and still are at the center of attention of Islamic teachings; The first verses that were sent from Yazdan by Hazrat Gabriel Amin to the Prophet of Islam are "Iqra", which itself confirms this point. Furthermore, when we look at the Qur'an, our greatest source of theology, the words "book" and is used 322 times in 37 different expressions, all of which confirm the importance of reading and writing.

On the other hand, if we pay attention to the works of writers and poets, we will find countless cases, which all prove the value and importance of reading books in the eyes of these elders; Saadi a great Persian poet says:

Don't stay & live without book as a companion
Which is a companion all time without tiredness¹

Saadi's emphasis in this poem is that: friend and companion will not be found better than book. We should have a permanent relationship and our eternal companionship with the book, because it is the book that never gets tired and gives a positive response to our wanting, questioning and invitation every moment. A friend who never accepts boredom. It always has new

conversation with people, night, and day whenever we want, it talks and creates conversation with us.

Or according to Hafez:

There are wine and book were always in my hand
Let's not see irrational & unwise people in the world²

Hafiz also prefers to be gentle and friendly with the book, so that he remains safe and protected from confrontation with crooked opponents. In short, all our elders have spoken about the importance of books and reading and in some way they have called us to the world of reading books and the world of knowledge gathering. Anyway, the book has been a symbol of transformation and evolution and the cause of all the intellectual and social transformations of mankind in the passage of time. A book is considered a symbol of civilization, progress, development and prosperity in human society, books and reading books are said to be a beacon of light for society and human life.

But, we can see what the culture of reading book is and what are the motivational reasons for it? In which ways we can improve and extend it, and how to institutionalize this culture in our society?

With a tolerant view, it can be said that maybe the situation of books and reading is not so abnormal in our country, but it is not so pleasant to have a hundred percent positive view, nor is it so unfortunate to have a completely negative view. It should be mentioned that the information worthy of convincing attention in this field is based on statistical research and visiting libraries and having the statistics of the country's libraries, but since we did not have such a possibility and its context for, We have not been able to do so, we are only satisfied with the analysis of the effective factors in this field. According to Karl Popper, we do not take a professional view nor a completely conservative and optimistic view (Poper, 2004: 177). Now we will slowly discuss the social factors of reading and studying culture: sociologists, in addition to other factors, consider the following five factors to be effective in promoting reading culture and encouraging reading:

- 1- **Family**
- 2- **Peer group**
- 3- **Society**
- 4- **School**
- 5- **Media**

1- Family: As the first social platform in which a child is born and raised, the family has a significant impact and influence on the child's personality. The child begins to model and take samples from the family. In the process of growing up, the child looks at social norms and what is important in his or her family vision center. Any phenomenon that is more cared for and important among

¹ Saadi, Shirazi, Daneshgustar, article on book reading culture.

² Hafez, Shirazi, Ganjour, Ghazal 355 paragraph 3.

the family members, the child's mind and soul are equally attracted to the same side.

If books and knowledge are the preoccupation of the family, the child's love and interest will increase towards books, if receiving money and the issue of material needs in the family are central, the child will be drawn to that side. If the family was meaningful and valued spirituality and spiritual and enlightening works; He remembered the heroes and elders of the field of culture, the mind and spirit of children are also directed in the same direction and they become fascinated by knowledge and information. If it wasn't like that, it wouldn't be like that. In short, the more relevant it is among the family, the more it will be actualized in the future movements and behavior of the child.

Although semanticism in a society is directly related to the comfort and satisfaction of the basic needs of that society.

According to Rumi's interpretation: the basic and first pillar of life is bread and material needs, until we get rid of material needs, we cannot think about spiritual needs. From the think of the material needs that we were left with, we then think about culture, spirituality, name and brand³.

2- Peer group: people get most of the information from their peers. Big matter how much our peers have been brought up in educated and wise families, they have positive effects on each other in their interactions. Cultural families offer culture-loving children to the society, and violent families offer violent and naughty children!

3- Society: if in a society knowledge and spiritual activities are be important and goal, the people of that society love believe in reading and studying books. As much as how important enlightening and prophetic activities are in a society, the members of the society move in the same direction physically and spiritually. According to Popper, as much as we widen our horizons with an open future and be responsible, so will our children (Poper, 1999: 143).

If a writer writes an article, an author composes a book, an editor creates and compiles a work, all these can be evaluated in the society's view and collective mirror. The people of the society look at how such people are viewed, are book writers and book readers encouraged or discounted and humiliated! If any group in the society receives more care and support from the people, people will organize their work in that direction. Society is a mirror in which people look at themselves.

4- School: educational institutions have the greatest impact on the lives of people in the society, universities are the ones that create change. Universities are places of thought production.

There is a strong and unbreakable link between social developments and the mentality of the society, as Iqbal Lahore said, until "our spirit isn't changed, our world will not change"⁴. The world we live in is defined by our categories and thoughts. Our world is a reflection of our thoughts.

Questioning and asking is one of the ways and methods that play a central and decisive role in driving people to research, creativity and productivity. Also people are driven to Searching and finding adequate and convincing answers by asking. Heidegger says: "Ask the questions, the answers will be formed and found gradually."⁵

Mikhail Bakhtin says: "There is nothing more frightening for a human being than not having an answer"⁶, so it is questions and asking that lead us to the path of investigation and researching. But it is unfortunate that our schools and universities deal with cases with a de-problemization approach instead of creating question and giving problem solving ways (Sayee, 2016: 134).

We have many teachers and lecturers, but we need more motivators. Any social and cultural developments and changes depend on the minds of the society. To solve any problem and challenge, one must first think and then take action. However, it is regrettable that imitative societies, instead of stimulating people and promoting the fields of research, teach, imitate and impose as their profession and the society. Instead of believing in the plurality of knowledge, they teach and learn in a definitive way. Instead of giving spiritual justifications to study and information and consider the soul of knowledge as respectable and precious, they connect it with daily needs and look for its concrete results. There is a big difference between learning knowledge for the purpose of being knowledge and science, or for the purpose of making a living, receiving certificate and providing luxury!

Either like worshipping God with the idea and goal of giving us heaven and not throwing us into hell, or asking God for the purpose of his dignity and greatness, which is worthy of praise! It is the duty and mission of our educational and scientific institutions to create bigger and better perspectives and higher goals for

⁴ Mohammad Iqbal Lahore, born in 1256, a Pakistani poet and philosopher who was well versed in Urdu and Farsi languages.

⁵ Martin Heidegger (born September 26, 1889 - died May 26, 1976 in Germany) was one of the most famous philosophers of the 20th century. He thought about the existence of existence in a new way. His philosophy influenced the views of many philosophers after him.

⁶ Mikhail Mikhailovich Bakhtin, born November 17, 1895 - died March 7, 1975), was a Russian philosopher and specialist in literature who wrote influential works in the field of criticism and literary and rhetorical theory.

³ Jalal al-Din, Maulana, Book 4 of the Masnavi, paragraphs 24/26/27.

studying and spreading knowledge and collecting knowledge, transferring knowledge and preserving data. In addition to making us literate, educational institutions make us orderly, legal and regularly (Kovin, 2012: 197). We continue to socialize and institutionalize social values through reading. Factors such as cultural discontinuity, cultural delay and cultural poverty are problems that can be solved by reading books and studying society. Deviant sub-cultures and unsavory society take shape in a society and affect social life, which diminishes high values such as reading books and study culture (Ahmadi, 2009: 72).

As Babak Ahmadi quotes from Roland Barthes in the book *Structure and Interpretation of Text: We learn cultural and social signs and symbols at higher levels through reading and deep studying books, and they even determine and define our lives.* (Ahmadi, 2005: 217- 218).

5- Media: As the tools that have the most impact on the mind and body of the society, the media should have plans to at least explain the culture of reading books and the importance of studying and the value of epistemology and information to the people of the society.

However, the media have not invested much in this field, while the media play a huge role in creating heroes and role models and promoting positive and superior values in a society.

In addition to this, the creation of libraries, the development of libraries and the popularization of libraries are effective factors in the growth and development of reading and studying culture.

Supporting the writers, authors and cultural workers of a country can play an effective and encouraging role in promoting the culture of book reading and text studying.

The advantage of engaging in spiritual, intellectual and enlightening works can also have a great effect on books and book reading culture, which all depends on the same factors and components as mentioned above.

II. RESULT

With research about the factors affecting reading and studying culture, such a result was obtained, that families and family environment are the first factors influencing the reading culture. Children get their first patterns from the home.

Second, the group of peers can influence each other in conveying the value and importance of reading and studying.

The third is the public environment and society, which give people and individuals spiritual motivations and lead them to positive patterns indirectly. Fourth, mass media play a positive and significant role as the

most effective modern tools in transmitting and promoting spiritual values.

Fifth, there are schools and educational institutions, which play a role in transferring and institutionalizing superior values such as reading books and study culture.

In the same way, reading books makes the people of a society tolerant and wise, and they solve their problems with wisdom and rationality. They respect each other's rights and respect differences.

III. SUGGESTIONS

- 1- Investing on the institution of the family to raise mentally and socially healthy children.
- 2- Paying attention to the educational and scientific institutions where children get most of the life and moral patterns from there.
- 3- Investing on the media in order to create and present informative and positive programs to guide children.
- 4- Encouraging library owners to publish and promote reading culture and book reading competitions.
- 5- Appreciation and admiration of writing, cultural and spiritual models in the society

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