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Nowadays, "knowledge is power" is the slogan of most people. Our life is completely associated with knowledge, and everybody understands its importance. Even the simplest product in the market carries some kind of knowledge behind it, so it is logical that people want to know more and more. Today technological capitals of nations are more important than their material prosperity, and the parameter that determines the development of a country is its technology. Almost all industries and companies need professional workers. More trained applicants are given privilege to others. Parents send their children to schools, but today it is not sufficient anymore. All these reasons have urged people to further their education in universities or colleges.

Job as an important part of one's life is completely dependent on His education. The more you are trained, the better job you can find. Employment in several companies and industries needs certain Qualifications which education is one of them. Today almost all jobs are so professional that one should spend allot of time to become familiar with all facets of the work and the employers prefer to recruit people who are capable of doing their tasks more efficiently and have been taught to do so. Also today, one important task of each educational organization is research? Scientific progress is based on researches, which are done before and are now brought into use. Many people are especially interested in investigation and for such people the university is the best place to achieve their goals. Also the best place where one can find his latent talent and make use of it is the university.

In addition to people who go to the university to attain higher goals in life such as better job, some people are interested in academic life. Academic life is a kind of life filled up with knowledge and research. This kind of living is very favorable for many people. It is also a career for many people, so some people may go to universities in order to become academic men.

As a result, different factors are important in making someone go to university. Better job opportunities which society provides for trained people, the increasing need of our world to knowledge and also for some people the special way of living those universities Offer is among the most important ones. However, it seems that going to university is a different experience, which is worth taking for all people.