



READING CULTURE AS A BASIS FOR DEVELOPING INNOVATIVE THINKING

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Abstract

The article describes the author's socio-philosophical point of view on the problems of developing a reading culture, which is considered relevant in modern society, and also attempts to objectively analyze the state of the processes of the role of reading culture, libraries and new information technologies in the development of reading culture among young people. The importance of forming and developing a reading culture among young people is emphasized. Opinions on the importance of reading culture, libraries and new information technologies are presented. At the same time, it is noted that the phenomenon of reading is one of the little-studied areas, and it is concluded that the role of new information technologies as a complex object of research has been little studied, especially in the issue of forming a reading culture of students, recognizing that this phenomenon is very broad and very complex, the role of new information technologies is especially emphasized.

Keywords: political and economic reforms, new stage of library development, reading institutions, electronic documents, attention to reading, new information technologies, electronic means.

Introduction

At the present stage, the processes associated with the creation and promotion of books are undergoing significant changes due to globalization, changing economic models, and the development of innovative technologies. In the digital age, new needs and thinking of students are naturally changing. The formation and development of a fundamentally different type of student born in 2000-2019



is taking place during the period of rapid development of information technologies. In our opinion, it is this group of students that is of the greatest interest for modern research in the field of reading culture: their usual patterns of "publisher-reader" interaction are disrupted, and previous stimulation approaches no longer work. The efforts of all who value the reading culture of the younger generation should be aimed at studying the ideological characteristics and preferences of this generation, because if this audience does not develop a stable habit of reading, does not make books a natural part of their daily life, this age group will inevitably prefer other ways of spending free time and other channels for obtaining information. Unfortunately, this generation has not been studied enough at present, its values are only just being formed, and the paths of development have not yet been fully defined. The main characteristics of the new generation, which modern researchers have managed to systematize, can be analyzed by studying scientific and industrial publications, articles in magazines, conference materials and websites of the "book industry", "bibliography". In this paper, we will try to identify the main risks of publishers forced to look for approaches to representatives of the first generation, and outline ways of effective communication with the new type of reader. In our opinion, the main distinguishing feature of the new generation is the ability of young people to quickly perceive and process information. For these readers, books (printed and electronic) are far from the only source of new knowledge. We are talking about people who have access to high-speed Internet from an early age, that is, representatives of the new generation are accustomed to looking for various texts for educational and entertainment purposes, including in social networks, blogs of various formats, thematic sites, etc.

For young readers, books are no longer the main entertainment, the main way to spend free time, or the main means of obtaining pleasure. Young people tend to visualize and do not always have functional reading skills [1]. For this generation, printed text no longer implies an automatic process of communication through silence, as a result of which, in the process of reading, they have to turn to themselves, analyze their internal state, feelings, impressions, emotions [2]. Therefore, the e-book format, even if it is adapted to all possible modern devices, in our opinion, will not be able to fully satisfy the changed needs of readers in the



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near future. The new type of reader needs a fundamentally different approach, which may involve receiving concentrated information with a dominant visual component on platforms familiar to them. In addition, the e-book format does not solve the problem of partial reading, especially when free applications imply watching advertising videos. The new generation is focused on their own inner world, avoiding real communication, preferring to exchange ideas on social networks. This poses a serious threat to the book industry, mainly in the area of offline promotion: while older generations visit bookstores and exhibitions and fairs for the atmosphere, various cultural events, meetings with authors, communication, they have a positive attitude towards various events, thematic designs, entertainment programs, while representatives of the new generation prefer to buy books online [3]. This is explained by the pricing policy of online stores and a different attitude to the purchasing process: they do not take it seriously, they do not need any rituals. You can evaluate some elements of the book design (cover design, layout quality, illustrations, etc.) using rating sections (most large sites (Ozon, Labyrinth, etc.), and other information of interest (quality of translation, paper, features of the storyline, etc.) can be found in the comments or specialized groups on social networks (publishers, etc.). The need to discuss everything from the material structure of the book to favorite characters and alternative final scenes with like-minded people is also realized there. These groups cover a wide range of audiences and are divided into universal (works regardless of genre, country and time of creation, gender of readers, etc.), gender or religious; groups of fans of a certain writer or character, etc. It should be noted that modern publishing houses, knowing the preferences of the new generation, actively communicate with this audience on social networks VKontakte, Instagram, etc., organizing competitions, conducting surveys, voting, etc. In recent years, this format books (videos about books) is becoming increasingly popular among the new generation of readers, the main goal of which is to popularize publishing products, inform readers about book news, create thematic collections with recommendations for certain works, and popularize reading as a way to spend free time. The active growth in the number of users of this site is explained, first of all, by the successful (within the needs of the new generation) format of information presentation: first of all, we are talking, of course, about



clarity, and secondly, about the length of the videos: this group of readers (their parents, representatives of the older generation) are distinguished by a very short attention span.] and in a short time (the average video, as a rule, does not exceed 10 minutes) it is possible to cover a very wide range of topics. Undoubtedly, most of the hosts of these channels are not much different in age from the representatives of the new generation, and it is easier for students to find a common language with them.

Literature Review and Methods

At the same time, a number of scientific works were published in our country and abroad, which, although not directly, but indirectly related to our topic. Aizenberg A.Ya., Vaneev A., Kartashov N.S., Stolyarov Yu.N., Kasimova O.G., Yuldoshev E.Yu., Okhunjonov E.O., Rakhimova M.A., Shamsiev Sh.M., Turopov M.M. and others on library science and bibliography are notable for their attempts to consider some theoretical and practical issues of the problem under study. During the period of independence, sociological issues of reading books in Uzbekistan were first studied as a special object of research in the scientific works of A.A. Umarov. B.I. Ganieva studied the pedagogical possibilities of nurturing a reading culture.

Results

The factor that accelerated the transition of information to a new form was the development in the field of computing and telecommunications. Libraries could not remain aloof from this process. Reading processes are carried out in individual, collective and other consumption networks outside libraries, and the rapid growth of databases can turn traditional libraries into insignificant and secondary institutions. To prevent this from happening, libraries are obliged to carry out their activities in the following areas:

- strengthening and expanding traditional forms of cooperation and resource sharing;
- offer flexible and large-scale forms of service;
- create access to new and emerging forms;
- promote access to information;



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- access to developing telecommunications infrastructure;
 - search and development of new sources of financing;
 - support the development of future information technologies.

The development of new information technologies requires librarians to have technical knowledge in addition to their specialization. The development of collections in the future will continue to require various assessments. As we have seen above, today humanity has reached a level of technology that allows libraries to store and transmit large amounts of information in a relatively small space. However, the path to today was long and difficult. Throughout the long history of development, information was first stored on ceramics, papyrus, parchment, paper, microfilm and compact discs, and today we see it in electronic form. This evolutionary process required changes in the methods of storing and maintaining information in libraries. For this purpose, humanity invented engraving tools, ink, layers, printing devices, typewriters, copiers, faxes and, finally, computers and modern telecommunications devices. With the invention of personal computers, it became possible to connect them through various servers (local communication channels that provide simultaneous connection of a larger number of users to valuable information resources), and the centralized nature of information networks was replaced by a distributed one. There are a number of factors that facilitate the international integration of information exchange and librarianship through the WWW (World Wide Web) - INTERNET, the first of which is the availability of technical and telecommunication capabilities for the transmission, receipt and use of information.

The second important aspect is the wide use of new information and telecommunication technologies in the activities of existing libraries, the creation of a centralized unified electronic catalog of books and electronic copies of existing literature. Unified catalogs create the possibility of equal cooperation in the exchange of information with other libraries, sorting existing information or creating copies of the necessary information.

The third factor is the creation of stable data structures on the INTERNET. As is known, today's information on the INTERNET is unstable and changes quickly. Many countries are seeking to cooperate in creating uniform forms of storing and exchanging data. Also, today the practice of selling information via the



INTERNET is widespread. Such a practice can open the doors to a wide range of opportunities for libraries. Thus, they could sell as many copies of the information that was at their disposal as they wanted. Libraries should also determine the directions of international cooperation in this direction. New information technologies, while solving a number of problems, have simultaneously created new ones. This concerns, first of all, the legal basis for activities and cooperation. Local, national and international organizations are also obliged to coordinate their activities in this direction. Because new information technologies and telecommunications capabilities, along with international global networks, lead to the integration of not only libraries or their equipment, but also people.

The set of processes and operations that ensure the normal functioning of a library is called library technology. A number of library technologies are implemented in the library, such as collection formation, reader service, reference, methodological work, cataloging, and much more [4]. If several centuries ago, due to the small flow of documents coming into the library, one journal simultaneously performed the functions of an inventory book, catalog, and bibliographic register, today the increase in the flow of readers and books has led to the complication of library technologies. That is, a number of new library technologies have appeared (collection accounting, cataloging, provision of services, etc.).

Discussion and Conclusions

We will study library technologies in even more detail – cycles, processes and operations [5]. A cycle is a set of interconnected processes for achieving a certain goal, which are sequentially performed in the established order when a new object appears (a reader's request, a new batch of books arrives at the library). There are three main cycles in the library: the "book path" in the process of processing books, the "request path", which appears based on reader requests, and the "link path", which appears in the process of obtaining bibliographic references. The "Book Path" cycle consists of the following processes: receiving books, technical processing of documents, scientific processing, cataloging, systematization, placing documents in the library collection. The "Request Path" cycle consists of the following processes: receiving requests, checking, sending a request to the



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location where the book is stored, selecting documents that match the request, sending the selected documents to the study room, issuing the book. The “Reference Path” cycle consists of the following processes: receiving requests, reviewing sources, selecting documents, systematization and issuing references. The work processes in these cycles are divided into a number of small parts — operations. These operations are performed by each employee at each specific workstation. For example, the process of accepting books arriving at a library consists of the following operations: checking a newly arrived batch of books against the accompanying documents, stamping the books, and preparing the accompanying documents. When automating library processes, it is very important to correctly understand library cycles, processes, and operations, as well as correctly describe the sequence of their execution (algorithm). Otherwise, the transition to automation without a systematic analysis of library technologies will lead to a sharp decrease in the efficiency of automation. For example, today's unsystematic automation processes without a systematic analysis of library technologies lead to duplication of many processes. In libraries that form an electronic catalog (EC) using the IRBIS system, an analytical description of an individual article is created, published directly in the EC, without including a periodic description. On the one hand, the system allows for such work (it is possible to create an analytical image for an individual article). However, a system analysis of the technology for creating an analytical image for an individual article shows that it is advisable to first enter a bibliographic image of the DN into the EC database, form a table of contents for the DN based on the entered data, and create an analytical image for each article based on the table of contents. At each stage of the technology for creating an analytical image, a copy of the previously entered data is made; repetition is not allowed when entering data. Using previously entered data, firstly, speeds up the cataloging process, secondly, it reduces the number of errors, and most importantly, the analytical image of the article presented to readers will be high-quality and complete. The reader not only receives information about the availability of a particular DN issue in the EC, but also gets acquainted with the contents of the DN and the analytical description given for each article in the table of contents. If necessary,



the full text can be linked to the analytical image. Analytical images of articles are linked to the title of the journal and issue. From the above, we can conclude: More than 20 libraries in our republic are trying to create an electronic library. Along with the positive aspects of independent creation of an electronic library, there are also negative aspects. For example, the National Library of Uzbekistan named after Alisher Navoi is working on the topic of "Centralized cataloging of national publications". Bibliographic records included in the national database of the IRBIS system can be used by all libraries created by the EC in our republic. However, due to the lack of a systemic analysis of the library systems of the republic, there is significant duplication when entering data into the national database.

At the beginning of the last century, the results of observations of children's reading of books were obtained, conducted by methodologists V.E. Stoyunin and E. Jelacic, achievements and shortcomings were identified, which in some cases are still evident in the present period.

As E. Jelacic noted, children read books superficially, do not delve into the text, and avoid reading more serious works, and as soon as they start reading, they immediately give up. When reading books of fiction, they chase the plot, skip places where images, observations, actions are not described, and sometimes skip entire pages, without even trying to understand the artistic truth of the work. However, "...often in the works of a real artist-author, the whole essence of the work, its beauty, strength and significance are expressed in the images of nature and spiritual experiences. Some children "love to read books", indeed, they read an unusually large number of books, amazingly quickly, reading a thick book a day, but without any result and leaving behind an insignificant trace of what they read" [6].

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