

THE BASIS OF OUR NATIONAL IDEA IS TO LEAD READERS TO READ BOOKS

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With the development of information technologies and the emergence of more advanced technical tools, the types of library-information services are also increasing. They are provided with full-text search of electronic catalogs and databases, electronic delivery of documents, virtual information service, computer literacy training, distance learning, editorial and publishing services, obtaining copies of various scientific publications, it is possible to include such things as scanning, making copies of video recordings, using internet - cafes, internet - classrooms. Today, libraries provide portable computers (laptops), video cameras, paintings, and sculptures to readers for temporary use. Using the most modern technologies, libraries provide readers with analytical reviews and digests. Electronic delivery of documents, full text information of CD-ROMs are being carried out.

Today, many libraries offer paid services. But any paid service performed in the library is required to have a free service direction. In foreign countries, free services are widely available for the disabled, the elderly, students, and young children. In addition to audiobooks for the blind and partially sighted in Colombia, reading by volunteer service providers, internet stations to help facilitate working in an electronic environment in Denmark, scrolling and screen-enlarging mechanisms in Bordeaux, France, speech synthesizers are widely used. Such services are available in countries such as the Netherlands, Germany, and Portugal is also available. In the county of Wessex in Great Britain, a book delivery service has been launched for those who cannot leave their homes. In many European countries, libraries are active in the distance education system. The European project "Distance Education in Rural Areas" represents a proactive approach in the field of library assistance to those who have difficulty in traditional education. The expansion of the types of library-information services is a characteristic of our country and abroad today.

Today, in our country, on the basis of the five priority directions of the development of the Republic of Uzbekistan in 2017-2021, major changes are being implemented in all sectors and industries. Especially today, when the process of spiritual reforms is entering a new stage, it is of unparalleled importance in the deep settlement of national values and traditions in the life of society, in raising the spiritual development, self-thinking, and worldview of the young generation. Special attention is paid to the formation of reading culture and reading culture. In this regard, the President of the Republic of Uzbekistan adopted on September 13, 2017 "On the program of comprehensive measures to develop the system of publication and distribution of book products, increase and promote the culture of book reading and reading". The decision is an important document that has created wide opportunities for the development of this field.

Today, when the flow of information is increasing, the virtual world is full of various information, it is more important than ever to educate the spiritual thinking of all citizens, especially young people, to form a culture of reading, a culture of reading in them, and to turn this culture into a permanent and regular skill. is gaining actual importance. It is known that all the great scholars of history equated and compared the book to the light, the power of thinking, the symbol of spirituality, the source of knowledge, the closest adviser and loyal friend. Although many world-class discoveries

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were made during the two thousand years of human society, the great man who made an incomparable contribution to its development the invention of book printing as an event was unanimously recognized by world scientists, politicians, public figures, public organizations. Although the word "mutolaa" originally means to read, in today's information age, it means more than just reading a book.

Constituent elements of the culture of reading, voluntariness, the pursuit of conscious knowledge, freely chosen activities, conscious motivation for self-improvement are the driving factors of human spiritual growth. A positive attitude towards reading and book reading has existed in Uzbek families since ancient times. They read the ghazals of Navoi, Fuzuli, Bedil, Mashrab, Uvaisi, Nadira, Abdulla Qadiri in groups, in a family way, hand in hand. However, the environment typical of the reality of the 21st century requires the ability to quickly receive the necessary information from a huge stream of information, quickly analyze it and use it effectively.

Since studying the interest and needs of readers is one of the main areas in the formation of reading culture, in order to determine the sources of their use, according to the results of the survey conducted in 2018 among the readers of the Republican Information-Library Center, respondents (a total of 1436 person) 32% stated that they get the information they need from books, 26% from the Internet, 18% from e-books, 10% from television and radio, and 4% from the workplace. So, the majority of readers satisfy their reading needs through books.

The culture of reading teaches the reader to fully understand literature, to enjoy it aesthetically, to understand and evaluate the author's thoughts and ideas. In addition, it teaches how to use books and libraries, how to find books related to interesting or necessary issues from the information-bibliographic apparatus, and how to use them in reading, work, and life. Choosing a book, reading it quickly, keeping it carefully, creating a personal library, and being able to recommend the read books to others are part of reading culture.

In the above-mentioned literature, the ideas about reading culture can be summarized as follows: The concept of reading culture in a broad sense is the ability to properly organize reading time in a planned manner, to read in an orderly and continuous manner, to read books and books independently. ability to choose and sort information, scientific-popular or fiction literature, correct thinking about various information, critical evaluation and the ability to draw correct conclusions, bibliographic indicators of multiple literatures, information and other to be able to find through information sources, to be able to carefully use other press publications than books, to follow reading hygiene, to organize the speed of reading according to the purpose, to share the best books and valuable information with others represents the activity of being able to recommend.

Today, the concept of reading in scientific research is interpreted not only as reading books or other published products, but also as the process of assimilating information from various information sources. For example, in the book "Reading culture: personality, society, development" by professor A.Umarov, "Reading is a phenomenon of knowing, learning, and gaining knowledge. At the heart of this is activity, goal-oriented, reading and meeting the various needs of a social subject. it is emphasized that the acquisition of the information in the text is based on

Parents are required to help their children choose a book based on their age, interest, and taste, and to pay special attention to the educational aspects of the book selected for reading. First of all, it is important for parents to read regularly and be an example to their children. In educational institutions, i.e. for students of kindergartens, lower classes, middle classes, upper classes, academic lyceums, vocational schools, students of higher educational institutions, taking into account their age characteristics and specializations. There is a need to create a strict list of literature that needs to be read, control the level of learning, and create an improved method of stimulation.

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The goal can be achieved only if the promotion of book reading in educational institutions is carried out from the perspective of the nation's language, history, religion, independence, freedom, and interest. From this point of view, the main goal should be the formation of the ability to distinguish between books that have a positive effect on the thinking and morals of society and the individual, and books that have a shallow, moral, aesthetic, and spiritual value. The reading environment created in educational institutions not only has an individual effect, but also allows the formation of a mass reading culture with the appropriate use of mass and group influence. mPeople who have read a lot, have the ability to analyze, and can give a clear, reasonable opinion about each recommended work can have a positive effect on the promotion of book reading in the mass media, especially on television. Otherwise, the conversations of announcers and TV and radio journalists, who are known to have not read the assigned book, will not have a positive effect on the formation of the reading culture. It should be noted that today the work being carried out in the above-mentioned directions is not up to the level of demand. mIn particular, since not all parents know the rules of choosing and recommending books suitable for their children's age, correct and expressive reading, this task is mostly the responsibility of kindergartens, schools, and libraries.

The beginning of problems can be traced back to another node in the chain of problems. That is, most kindergarten teachers and school teachers are not even interested in what new books, journal articles, and bibliographic indexes are being published in their field or the subject they are teaching. It can be said with regret that some of them do not even have an understanding of the information-bibliographic index. Most information-library institutions do not promote the knowledge of the information-bibliographic information they have among readers and students. From the observations, we can see that even the majority of students of higher educational institutions do not know how to use the information and bibliographic equipment correctly. As a result, the formation of the reading culture is not as expected, which has a negative effect on the growth of the general reading culture of the population. Therefore, the tasks of increasing the activity of the members of the society by educating the sense of involvement in the great changes in the field of socio-political and cultural life require improving the service to readers as a collective activity of the library information service.

Two interrelated directions - guiding readers' reading and information service - represent the main content of the library - information service. Leading readers' reading is the main part of our national idea one of the directions is a unique system of influencing the content of mass reading culture in order to form a perfect person. Reading is a communicative activity aimed at the assimilation of information and information recorded through text and symbols. This complex communicative system includes the author-publisher-printed publication (source)-information-distribution system-propaganda-reader, and each part of it is connected with a specific area of society's life. A reader from the ICM is an object of information and promotion, propaganda influence, and at the same time as a selected active subject. In various sociological studies, people are classified according to the purpose of reading continuity, printed publications, electronic information, and information.

There are also cases where the direction of inclusion in the active reading part of the population leads. But these indicators have variable properties. The continuity and continuity of reading varies depending on people's free time and professional activities. That is why it is necessary to identify the main distinguishing feature depending on the characteristics of reading. mSuch a distinguishing feature is the transformation of reading into an activity that satisfies the spiritual needs of a person. In the process of this activity, a psychology of reading is formed in the mind of the subject, which regulates his interactions with the publication product or information sources.

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Accordingly, the reader is a person with a unique reading psychology, who is influenced by the author, the publication product, the source of information, its distribution and promotion, and his spiritual needs. appropriate reading is a social entity with permanent activity. Studying book readers is a sociological, psychological-pedagogical grounding activity aimed at improving the provision of library and information services to them.

It is a condition and an integral part of the work carried out with readers in the process of the library - akhorat service, and in addition to creating a basis for evaluating the effectiveness of the library - information service, it also provides feedback in the process of reading management. To divide readers into certain groups is to group them according to the signs that have a strong influence on the formation of reading and the psychology of readers. mDemographic, socio-professional, socio-psychological characteristics are also paid attention to in the grouping of book readers. The provision of library and information services is carried out by means of meeting the interests and needs of readers, guiding reading, providing information, bibliographic and information search support, and it can be defined as a system of organizational forms of service to readers. Libraries occupy a special place in the system of institutions that shape reading culture. But only the presence of employees with special knowledge and skills in working with readers in these institutions can ensure the success of the formation of reading culture. Formation of reading culture is reader activity It is necessary for the employee of the library and information institution to make extensive use of his opportunities as a pedagogue in training the skills of striving for the goal, will, responsibility, and self-control. It is possible to use methods of moral stimulation and example.

Library and information institutions should be able to offer new forms of service using new technologies of information provision, expand the possibilities of collecting electronic resources and using remote resources along with the promotion of traditional books. In order to form a culture of reading, library and information institutions should pay attention to the following situations in order to combine the forms and methods of traditional librarianship work with the positive effect of the wide use of new technologies:

- Wide use of new forms and methods of attracting readers to Library and information institutions;
- Active participation in the implementation of programs related to reading and reading culture implemented in our country;
- Forming the ability of readers to independently use the library's information and bibliographic apparatus;
- Development of methods to optimize the scientific and theoretical possibilities of the reading process;
- formation of skills and culture of using the Internet;
- Constantly improving the skills of library and information institution employees.

Since the formation of spirituality is closely related to how people, especially young people, read books, the activity of library staff is of particular importance in the formation of reading culture. Because the reader does not have the opportunity to read all the books in the fund, but it is not necessary to read them all. If the book is compared to the highest spiritual wealth, the books that are placed on the bookshelf, but not read, and not recommended for reading to others, have no value. The value of the books that make a person think, guide him along the way of life, change his worldview and philosophy of life, and help to direct activities towards the goal based on reaching a certain conclusion, is incomparable.

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Because a person should read the book in order to understand the purpose of living, the meaning and content of his life. A good book teaches thinking, improves speech, expands and enriches thinking. Therefore, selecting and recommending the best books should be one of the most important directions in working with readers from the library-information institution.

If a reader who doesn't know which book to read gets his hands on a part of these selected books and gets a proper understanding of their content and purpose, this is one of the most effective methods of reading a book. A reader who has read the best books begins to observe the world with a special gaze, differs from other people around him, expands his imagination about the character and needs of others, worldview, goes beyond his own self and becomes a vital part of life. conclusions will also be generalized.

Faith is formed in the person who reads the best books continuously, consistently and systematically. In general, faith is a firm, sincere belief and verbal affirmation that there is a will to perfection in all things that have happened in the past, are present, and will happen in the future. Everyone who has this faith and belief becomes a participant in the process of perfection and maturity. A person who is able to observe and feel beauty and goodness, who has a sense of standards, strives for beauty in life, feels a need for it, and acts according to standards. Reading the book inspires a person to make his dreams come true, to new dreams and aspirations based on the achieved level.

The need to study, research, and regularly work on oneself to achieve new goals forms a need. This is how the need for reading arises. Today's level of development of human society requires constant reading. Optimizing this continuous process serves as a moral basis for the socio-economic, cultural development of the society, as well as for the transition to new qualitative stages. Today, with the expansion of the modern information flow and the possibilities of the Internet, there are views that the role and importance of the book in the life of a person and society is decreasing. But according to research and surveys conducted at the international level, buying and reading books on the Internet is growing in line with the growth of readers. If this is the case in Western countries if we take into account what they give, it is shown that nothing can replace the book in spiritual growth. In addition, according to the results of the comparative analysis of experts in various fields, electronic books are convenient and fast to carry, but the feeling of boredom is strong, and they do not evoke human feelings like love, excitement, anticipation, and extensive observation like a regular book. Recently, it can be observed that the culture of buying and reading books is growing significantly in our country. Because for many years no one had seen that people were waiting in line in front of bookstores to buy some books. This situation is a sign that people are turning towards spirituality and reading books.

So, no matter how much the flow of information increases, despite the abundance of information on the Internet, nothing can replace a book. The best way to promote book reading today is to recommend selected books. Because as a result of the expansion of publishing opportunities, books of different levels and contents are being published, it is necessary to be able to direct the reading of books that enrich human thinking and influence the formation of positive qualities.

Because only people who have formed an enlightened worldview and think on a global scale can contribute to the development of society. We all know that success in all spheres of life can only be achieved through knowledge.

It is of particular importance to determine the place of reading among different layers of readers, to know the main sources of information, to determine the reason for the decrease in the level of reading, to show ways to improve the formation of reading culture, and we will consider it in 4 stages.

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1. In the formation of reading culture, the principles, forms and methods of traditional reading should be completely preserved, and new forms and methods should be used and improved, taking into account the characteristics of new Uzbekistan;

2. On the basis of deep mastering the ability to fully use modern electronic and technical tools, formation of reading culture to meet the requirements of the time 3. A broad explanation that the increase in electronic resources in the information society is not the marginalization of the book, but the further expansion and improvement of the range of library and information services.

4. All readers should know that "Information culture" and "Reading culture" are not separate concepts. In fact, information culture is a concept that is part of reading culture, like "library-bibliography literacy" and "computer literacy". Only then will some conflicts be resolved in the formation of reading culture.

The formation of reading culture in the process of library and information service helps to turn libraries into institutions that ensure the spiritual, scientific, technological, and cultural development of society. Libraries, as a spiritual and educational institution, perform the following tasks on the basis of harmonizing the development of society and the individual:

- Providing library and information services that meet the needs and requirements of every reader.

- involving all groups of readers in the process of socialization through the library-information service;

- to develop and shape the culture of reading through the library and information service.

From the point of view of the area where the library and information institution is located: 1. study, promotion and protection based on local history, taking into account the specific characteristics of the local environment;

2. studying the culture of other nations, inter-ethnic and cultural studies together with the preservation of national values.

3. is to ensure active participation in the social democratic processes implemented in the life of society.

Today, in addition, the following tasks are being performed through the library-information service.

- establishing communication between readers

- organization of discussions with readers in addition to individual work;

- improvement of "reader-librarian", "reader-resource" relations that support the individual development of each reader;

- to create an opportunity for each reader to receive information and information in accordance with their needs and requirements;

- socio-political, economic, legal knowledge of readers to develop and promote ways to create opportunities for them to actively participate in the social changes taking place in the society by increasing their education;

- providing scientific-practical and methodological support for students of secondary, secondary special, educational institutions, students of higher educational institutions;

- should consist of providing special services to disabled readers, housewives, unorganized youth, elderly, temporarily unemployed, people deprived of freedom and other social demographic groups.

In addition to the implementation of the above-mentioned tasks, the development of special programs to show the importance of reading as an intellectual factor of socio-cultural development of the society will serve to increase the effectiveness of the work.

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