



A Modern Approach to the Development of Reading Culture

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Abstract: In this article, it is highlighted that it is more important than ever to lead the reading of readers, to form a perfect person, to educate the spiritual thinking of all citizens in society, especially young people, to develop the culture of reading, the culture of reading in them, to turn this culture into a regular and permanent skill.

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The flow of information is increasing, today the virtual world is filled with various information. Educating the spiritual thinking of all citizens, especially young people, forming a culture of reading and reading in them, turning this culture into a regular and permanent skill is more important than ever. It is known that in the past history, all the great scholars equated and compared the book to a great teacher, light, power of thought, symbol of spirituality, source of knowledge, closest advisor and loyal friend. In the period of two thousand years of human society, many universal discoveries were made, but the invention of book printing was unanimously recognized by politicians, world scientists, public organizations, and public figures as a great event that made an incomparable contribution to its development.

Although the word "mutolaa" originally means to read, in today's information age, it means more than just reading a book.

Voluntaryness, the desire for conscious knowledge, freely chosen activity, conscious motivation for self-improvement, which are the structural elements of reading culture, are one of the driving factors of human spiritual growth.

A positive attitude towards reading and book reading has existed in Uzbek families since ancient times. Our book-reading forefathers, Navoi, Fuzuli, Bedil, Mashrab, Uvaisi, Nadira's ghazals, read the works of Abdulla Qadiri in groups, hand in hand, as a family. However, today's environment, typical of the reality of the 21st century, requires the ability to quickly receive, quickly analyze and effectively use the necessary information from a huge flow of information.

Since studying the interest and needs of readers is one of the main directions in the formation of reading culture, in order to determine the sources of their use, according to the results of the survey conducted in 2019 among the readers of the Republican Information-Library Center, 32% of respondents (1541 people in total) get the information they need from books, 26% from the Internet, 18 percent said they get it from e-books, 10% from television and radio, and 4% from the workplace. Therefore, the majority of readers today satisfy their reading needs through books.

Reading culture 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, organizing 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 independently choose and sort books and information, scientific-popular or fiction literature, the ability to think correctly about various information, to critically evaluate and draw correct conclusions, to be able to find secondary literature, information through bibliographic indicators and other information sources, to be able to carefully use books and other press publications, to follow reading hygiene, to organize the speed of reading according to the purpose, the most sara represents the activity of being able to recommend books and valuable information to others. Today, 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 libraries, educational institutions, i.e. kindergartens, lower grades, middle grades, upper grades, academic lyceums, students of vocational schools, students of higher educational institutions, to compile a strict list of literature that needs to be read, taking into account their age characteristics, specializations, the level of learning there is a need to create an improved method of control and stimulation. The goal can be achieved only if promotion of book reading in information-library centers and educational institutions is carried out from the perspective of the nation's language, history, religion, independence, freedom, and interest.

Today, 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 formed in the information-library centers 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.

The promotion of book reading in mass media, especially on television, can be carried out by people who have read a lot, who have the ability to analyze, who can give a clear, reasonable opinion about each recommended work.

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 the work being carried out in the above-mentioned areas today is not up to the level of demand.

In particular, so that all parents do not know the rules of choosing and recommending books suitable for their children's age, correct and expressive reading, this task is more in charge 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. Regrettably, some of them do not even have an understanding of information-bibliography.

It would be expedient if the information-library institutions spread the knowledge about the information-bibliographic information they have among their readers.

From the observations, we can see that even most of the students of higher educational institutions do not know how to use the information-bibliographic apparatus 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 the readers as a collective activity of the library information service.

Two interrelated directions - guiding readers' reading and information service - library - represent the main content of information service. The main idea of our national idea is to lead readers to study. One of its 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-print (source)-information-distribution system-propaganda-user, and each part of it is connected with a specific area of society's life. Readers from IKM are an object of information and propaganda, propaganda influence, and at the same time as a selected active subject. In various sociological studies, there are also cases where the continuity of reading, printed publications, electronic information, and the direction of including people in the active reading part of the population are leading according to the purpose of the attitude to information. But these indicators have variable properties. The continuity and continuity of reading varies depending on people's free time and professional activities. Therefore, it is desirable to identify the main differentiating sign depending on the characteristics of reading. Such 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 subject's mind, which regulates his interaction with the publication product or information sources. Studying book readers is an activity aimed at sociological, psychological and pedagogical justification, aimed at improving the provision of library and information services to them.

It is a condition and an integral part of work with readers in the process of akhorot-library service, and besides 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 of a decisive influence on the formation of reading and psychology of readers. Demographic, socio-professional, socio-psychological characteristics are also taken into account when grouping readers. Library and information service provision is carried out through the satisfaction of readers' interests and needs, reading guidance, information provision, 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 in these institutions, only the presence of employees with special knowledge and skills in working with readers can ensure the success of the formation of reading culture. Since the formation of the reading culture is related to the reader's activity, it is necessary for the employees of the library and information institution to make extensive use of their opportunities as pedagogues, and to use the methods of moral stimulation and modeling in order to develop the skills of improvement through the pursuit of goals, will, responsibility, and the ability to control oneself. Possible 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. Library and information institutions should pay attention to the following situations in order to form a culture of reading by harmonizing the wide use of new technologies along with the forms and methods of traditional librarianship work that have a positive effect: Create an opportunity for wide use of new forms and methods of attracting users 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-theoretical possibilities of the reading process. Forming skills and culture of using the Internet. Constant improvement of the qualifications of library and information institution employees. Since the formation of spirituality is closely related to the way people, especially young people, read books, the activities of the library staff are of particular importance in the formation of reading culture. Because the user does not have the opportunity to read all the books in the fund, and 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 books that make a person

think, guide him along the way of life, change his outlook and philosophy of life, and help to direct activities towards the goal based on reaching a certain conclusion, is incomparable. Because a person should read the book 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 does not know which book to read gets his hands on some of these selected books and gets a proper understanding of their content and purpose, this is one of the most effective methods of reading books. A reader who has read the best books begins to observe the world with a different perspective than other people around him.

Faith is formed in a person who reads the best books continuously, consistently and systematically. Faith, in general, is the firm, earnest belief and affirmation that there is a perfecting will in all things past, present, and future. Anyone who has this faith and belief becomes a participant in the process of perfection and perfection. A person who is able to observe and feel beauty and goodness, who has a sense of standards, strives for beauty in life, feels desire 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 place and importance of the book in the life of a person and society is decreasing.

But according to international studies and surveys, book buying and reading are also growing in line with the growth of Internet users. If we take into account what is happening in the Western countries, it shows that nothing can replace the book in spiritual growth. In addition, according to the results of the comparative analysis of specialists 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 wide observation like a regular book. Recently, it is possible to observe that the culture of book buying and reading is growing significantly in our country. Because for many years no one had seen people 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 content 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, so it is important for every person to always increase his knowledge and read books, making reading a daily activity.

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