LEVELS OF FORMATION OF CULTURE OF READING OF UKRAINIAN BOOK IN THE INFORMATION SOCIETY BY MEANS OF SOCIAL AND COMMUNICATION TECHNOLOGIES

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The article chracterises levels of formation of culture of reading of Ukrainian book in the information society and suggests the conceptual model of reading culture formation of Ukraine book in the information society. This model includes subjects of different levels (international, governmental, organizational, family, individual), measures (establishment of the World Book and Copyright Day, establishment and carrying out of literary and book competitions and exhibitions, fairs, developing of themed programmes, rubrics, movies, family reading, reading with a child, promotion of reading in private conversations, etc.), technologies (education, organization of leisure time, information coverage (promotion); public relations; advertisement, etc.), channels (mass media, social media, etc.) and object of influence — readers. The basis of the research is informational, axiological, culturological, systemic, activity approaches; the following methods were used: analysis, synthesis, generalization, modeling.

Keywords: *information society, culture, reading, social and communication technologies, Ukrainian book, reading, reader.*

Problem statement. Today reading has acquired a qualitatively new form due to the spread of electronic books and online media. Modern realities speak for the loss of a book of its place in the value system and the decline of reading culture for a score of political, social and economic reasons, which leads to negative trends related to the level of education and spirituality of society.

Recent research and publications analysis. The first one addressed the issues of studying of the reader and books on a scientific basis, was M. Rubakin. The particularities of reading in various historical epochs were developed in the publications by P. Zenher, U. Eko, H. Kavallo, Yu. Melentieva, A. Manhuel, M. Parks, R. Shartie and others. An important contribution to the solving of methodological problems of information culture and reading culture was made by K. Voikhanovska, M. Vokhrysheva, N. Hendina, O. Hrechykhin, N. Dobrynina, N. Zbarovska, Yu. Markova, B. Smyrnova, M. Smorodynska, E. Shapiro and others. The issues of promotion of reading were considered by educators: N. Bieliaieva, O. Voronycheva, O. Dorofieieva, N. Zbarovska, O. Kolosova (О. Колосова), N. Mytko and others. Marketing communications of publishing aimed at increase the demand for the books were researched in the works by E. Beiverstok, Kh. Bem, T. Bulakh, Ya. Vladarchyk, S. Vodolazka, Y. Vorner, H. Hrem, T. Hrynivskyi, N. Eriashvili, N. Zelinska,

H. Kliuchkovska, I. Kopystynska, T. Mykytyn, D. Olefir, L. Prokopenko, N. Riabinina, O. Skochynets, H. Skhiut, V. Teremko, M. Tymoshyk, D. Fialko, P. Forsait, H. Khaard, H. Shults and others. However, modern realities require the further search for optimal ways of formation a reading culture, which has determined the relevance of the research topic.

The purpose of the article is to determine the levels of formation of culture of reading of Ukrainian books in the information society by means of social and communication technologies.

Research methods. The basis of the research is informational, axiological, cultural, systemic, activity approaches. In the research, the following methods were used: analysis, synthesis, generalization — to determine the levels of formation of reading culture in the information society; modeling — to develop a model of formation of culture of reading Ukrainian books in the information society by means of social and communication technologies.

Presentation of basic material of the research. R. Pertsovska notes that in modern society three main levels of development of the reading culture are functioning: governmental, social, individual one, which, in its turn, at the same time are the basis of formation and qualitative indicators of the society culture [1]. To our opinion, the researcher left out of account the international level, and within the social one the organizational and family levels should be distinguished. Considering this and the results of our own researches, we can characterize the main levels of formation of the reader's culture in this way.

The international level is presented by UNESCO, the International Publishers Association (IPA), the International Booksellers Federation (IBF), the International Federation of Library Associations and Institutions (IFLA), etc. As a result of their collaboration, the "World Book Capital" project was implemented. As for Ukrainian books, in particular, the 37th session of the General Conference of UNESCO brought the 200th anniversary of the birth of Taras Shevchenko, the 150th anniversary of the birth of Pavlo Hrabovskyi, the 150th anniversary of the birth of Mykhailo Kotsiubynskyi, the 200th anniversary of the birth of Mykola Verbytskyi to the calendar of commemorative dates of UNESCO.

In the context of our research, it is also noteworthy that UNESCO declared 2007 as the year of reading.

The governmental level is the State Committee for Television and Radio of Ukraine, the Ministry of Education and Science of Ukraine, the Ministry of Culture of Ukraine, the National Academy of Sciences, the Ukrainian Library Association, etc. In Ukraine, the formation of culture of reading of Ukrainian books at the governmental level is carried out in accordance with the Decree of the President of Ukraine "About Some Measures of State Support of Book Publishing Business and Popularization of Reading in Ukraine" dated June 19, 2013, No. 336/2013, and the Resolution of the Cabinet of Ministers of Ukraine dated February 24, 2016, No. 111-p, which approved the Concept of the state policy on the development of national publishing business and popularization of reading for the period until 2020 [2]. According to the mentioned documents, the main executor is the State Committee for Television and Radio of Ukraine. In the context of this research, we should separately note the annual competition for the best presentation of the Ukrainian

book in printed and electronic mass media, established in 2007 by the State Committee for Television and Radio of Ukraine in order to promote books of various subjects and popularization of reading [3]. The winners of this competition were mainly the state media. No less important is the "Best Book of Ukraine" All-Ukrainian contest.

The organizational level is represented by libraries, educational institutions, book-shops, publishing companies, publishers, media holdings, mass media editorial teams, public organizations, in particular the Forum of Publishers, the Center for Literary Education, PocketBook, etc.

At the organizational level, the following events are carried out: creation of thematic programs, sections, movies; foundation and conducting of literary and book exhibitions, fairs, competitions, etc. Libraries and educational institutions organize poetry rings, literary tours, days of literary games, literary salons, evenings of readers' preferences, library gatherings, literary coffee houses, media performances, literary investigations, literary rendezvous, literary vernissages, literary sketches, etc. In particular, T. Yarova [4] developed for the libraries a model of activity to overcome the crisis of children reading, which consists of five interconnected blocks:

- creation of a comfortable information environment;
- providing of the psychological support of the reader — "Don't be afraid, I am with you", in the basis of which is a facilitative communication, that is, the creation of a special atmosphere in interpersonal interaction, when the reader's personality is the main, and a librarian takes the position of assistant and helps to find answers to questions and learn skills;
- formation the image of positive leadership on the example of people who like to read — "Leaders are Always Readers" ("Reading Person" photocollages, meetings with owners of home libraries, discussions about the role of a book and reading in the lives of prominent people);
- formation of the foundations of the informational culture — "We Read. We Know. We Can" (information boards, reminders for readers, bibliographic lists, "Drop Everything and Read", "For the Curious", "The Book Helps" indexes);
- implementation of the joint vigorous activity ("Initiation to Readers", events within the All-Ukrainian day of libraries, month and weeks of books).

The family level includes such activities as family reading, reading with a child, participation in events organized by higher levels. Thus, within the book exhibitions and fairs, children's playgrounds are organized, for example, the Book Toloka in Zaporizhzhia annually creates the "Knyholissia" ("Book Forest") family space, that is the festival of children's literature.

The individual level is represented by individuals who are concerned with reading issue, and it includes the promotion of reading in private conversations, participation in events organized by higher levels. Here we have to note the role of the authors, who are both the initiators of the relevant events, and the participants of the events organized by others. Writers can be members of international and state institutions that work in the appropriate direction. To various extents, but necessarily they are present at all levels of the formation of reader's culture, because without authors, the actual reading would not exist.

Subjects of each level take part in events organized at higher levels, and in their activities turn to the same technologies, but apply them at different scales.

At all levels, the subjects of the formation of reading culture in the information society use the following social and communication technologies:

- education — the organization of raising the intellectual level and satisfying of the cognitive needs of individuals. Example: actually the Center for Literary Education provides non-formal education for those who want to become a writer, organizing lectures, trainings, etc. with the participation of famous authors;
- organization of leisure time — organization of recreation and leisure activities of individuals. Example: reading is one of the ways of spare time spending, such events as poetry rings, literary tours, days of literary game, literary salons, evenings of readers' preferences, library gatherings, literary coffee houses, etc. are aimed to make this leisure activity useful for personal development;
- information coverage (promotion). O. Kholod gives the following definition of this technology: "unpaid, completely voluntary form of personal informational influence on individuals in order to bring them information about the company, its activities and goods it produces» [5, p. 9]. Example: transferring of information about the support for the works of a certain author, books of a particular publishing company face to face, while knowing that there will be no payment for it, it will not bring glory, and a positive perception is not guaranteed;
- public relations — task-oriented systematic public networking. One of these technologies is image building. Example: "A-BA-BA-HA-LA-MA-HA" publishing house wins the professional competitions, takes part in book exhibitions, initiates TV programs to popularize reading, providing coverage of its activities in the media (publication of an interview with the director of the publishing house in the "Weekly Mirror. Ukraine" newspaper, presentation of own book in the morning program on the "Culture" channel, participation in the "Fairy Tale with Dad" project of the "PlusPlus" TV channel, etc.) in order to form a positive image of own publishing house and its products;
- advertising — informing consumers about the emergence of new organizations and types of goods and services. Example: during book exhibitions and fairs a publishing house hands out printed products with information about its publications and how it can be purchased.

V. Teremko rightly notes that shaping a decision about a purchase begins with the need recognition. The stronger it is, the more chances that a customer leaves a bookstore with a bought title. Needs actualisation, the emergence of new ones can be caused by an ambitious self-raiting and own prospects, the development of the self-concept of personality. As a result, a person starts to think about own life, to see, to project own life perspective, to set new own goals, take more care for self-development, and this also creates the need in the knowledge concentrated in books.

In modern world, human behavior depends heavily on advertising. Its content is aimed not only at future buyers and readers of publications, but also at persons who determine the need for books reading, initiate its search, make a decision on purchase [6, p. 207].

Press advertising belongs to the oldest kind of advertising as such. Of course, for all the time of its existence, which goes back centuries, press advertising not only gained popularity, but also produced a significant arsenal of forms and genres of advertising material presentation, which are worthy of particular attention.

Therefore, T. Bulakh in her "Advertising in the Publishing Business" [7] study guide characterizes its distinctive features.

Regarding the press advertising genres, it can be noted that almost all journalistic genres are used for advertising, and they can be divided into three groups: information genres (memorandum, interview, coverage, classified advertising); analytical (correspondence, article, digest, report, review, commentary); journalistic (sketch, essay) ones. The latter group is actively used in the preparation of PR-materials, materials with hidden advertising.

The main channels for information dissemination are the mass media (television, radio, press, internet media), social media, etc. Recently, such source of information, as social networks, including books ones, is gaining in popularity. As of 2014, S. Vodolazjka documents only two Ukrainian book social networks — they are Book.ua and Findbook. com.ua. This list can be expanded with network resources such as "Poetic Workshops" (maysterni.com) and "Poetry and the Author's Book of Ukraine" (poezia.org/ua).

Subjects of formation of culture of reading of Ukrainian book				
World level	Governmental level	Organizational level	Family level	Individual level
UNESCO, the International Publishers Association, the International Booksellers Federation, the International Federation of Library Associations and Institutions, etc.	the State Committee for Television and Radio of Ukraine, the Ministry of Education and Science of Ukraine, the Ministry of Culture of Ukraine, etc.	Libraries, educational institutions, bookshops, publishing companies, publishers, media holdings, mass media editorial teams, public organizations, in particular the Forum of Publishers, the Center for Literary Education, PocketBook, etc.	Family	Some individuals who are concerned with reading issue
Measures: declaration of the World Book and Copyright Day, the "World Book Capital" project, etc	*Measures:* establishment and implementation of literary and book competitions (the "Best Book of Ukraine" All-Ukrainian contest), etc.	*Measures:* creation of thematic programs, sections, movies; establishment and implementation of literary and book exhibitions, fairs, competitions, etc.	*Measures:* family reading, reading with a child, participation in events, organized by higher levels, etc	*Measures:* promotion of reading in private conversations, participation in events, organized by higher levels, ect.

Social and communication technologies: education, organization of leisure time, information coverage (promotion), publc relations, advertising, etc.

Channels of information dissemination: mass media, social media (social networks, blogs, forums, online guides, multi media services, etc.), etc
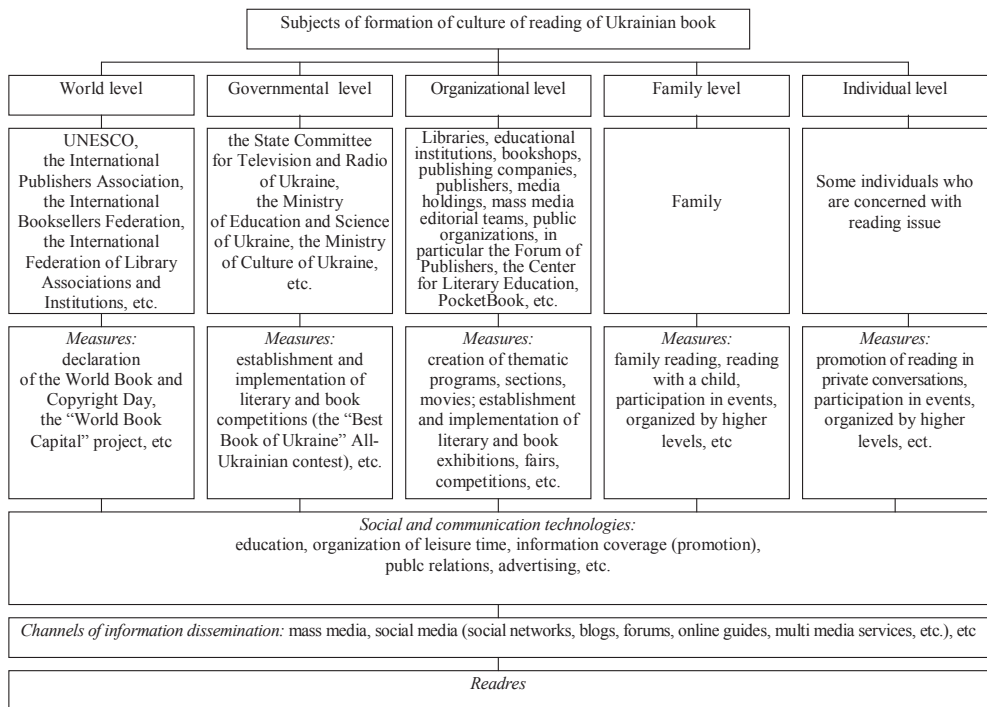
Readres

Fig. 1. Conceptual model of formation of culture of reading Ukrainian books in the information society by means of social and communication technologies

Taking the abovementioned into account, we have developed the conceptual model of formation of culture of reading the Ukrainian book in the information society, which

includes subjects of different levels (international level, governmental, organizational, family, individual one), measures (establishment of the World Book and Copyright Day, establishment and implementation of literary and book competitions and exhibitions, fairs, creation of thematic programs, sections, movies; family reading, reading with a child, promotion of reading in private conversations, etc.), technologies (education, organization of leisure time, information coverage (promotion), publc relations, advertising, etc.), channels (mass media, social media, etc.) and the object of influence, that is readers (fig. 1).

Conclusions. Reading as a way of communication has gone a long way, and its evolution continues. The development of science and technology adjusts this process. However, at all times, the attitude to reading determines the level of society development. The article proposes a conceptual model of the formation of culture of reading of Ukrainian books in the information society, which includes subjects of different levels (international, governmental, organizational, family, individual), measures (establishment of the World Book and Copyright Day, establishment and implementation of literary and book competitions and exhibitions, fairs; creation of thematic programs, sections, movies; family reading, reading with a child, promotion of reading in private conversations, etc.), technologies (education, organization of leisure time, information coverage (promotion), public relations, advertising, etc.), channels (mass media, social media, etc.) and the object of influence, that is readers.

The necessity of developing of recommendations on the stimulation of the information activity of the subjects of the formation of reader's culture determines the prospects for further research.

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РІВНІ ФОРМУВАННЯ КУЛЬТУРИ ЧИТАННЯ УКРАЇНСЬКОЇ КНИГИ В ІНФОРМАЦІЙНОМУ СУСПІЛЬСТВІ ЗА ДОПОМОГОЮ СОЦІАЛЬНО-КОМУНІКАЦІЙНИХ ТЕХНОЛОГІЙ

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Охарактеризовано рівні формування культури читання української книги в інформаційному суспільстві й запропоновано концептуальну модель формування культури читання української книги в інформаційному суспільстві, яка включає суб'єктів різних рівнів (міжнародного, державного, організаційного, сімейного, індивідуального), заходи (заснування Всесвітнього дня книги та авторського права, заснування й проведення літературних та книжкових конкурсів і виставок, ярмарків, створення тематичних програм, рубрик, фільмів, сімейні читання, читання з дитиною, пропагування читання в приватних розмовах тощо), технології (освіти, організації дозвілля, інформаційного охоплення (пропаганди), паблік рилейшнз, реклами тощо), канали (ЗМІ, соціальні медіа тощо) та об'єкт впливу — читачів. Основою дослідження є інформаційний, аксіологічний, культурологічний, системний, діяльнісний підходи; використано такі методи: аналізу, синтезу, узагальнення, моделювання.

Ключові слова: інформаційне суспільство, культура читання, соціально-комунікаційні технології, українська книга, читання, читач.