
The Role And Place Of Library And Information Institutions In The Formation Of A Culture Of Reading

Uktam Nosirov¹, Soyibnazar Davlatov², Abdurasul Urozov³

¹*Associate Professor, Candidate of Philosophical Sciences, Uzbekistan State Institute of Arts and Culture, Tashkent, Uzbekistan*

²*Associate Professor, Candidate of Philological Sciences, Uzbekistan State Institute of Arts and Culture Tashkent, Uzbekistan*

³*Senior Lecturer, Uzbekistan State Institute of Arts and Culture Tashkent, Uzbekistan*

Abstract: *This article analyzes the role and place of library and information institutions in the formation of a culture of reading. Information on the formation of a culture of reading and information culture around the world, its importance in the life of society is published with different approaches. All this is due to a person's interest in various fields of knowledge and the ability to quickly find and learn what is necessary for him in the flow of information, as well as to meet their needs.*

Keywords: *library, information institutions, culture of reading*

1. INTRODUCTION

In Uzbekistan, too, great attention is paid to this issue at the national level. The Decree of the President of the Republic of Uzbekistan dated January 12, 2017 "On the establishment of the Commission for the development of the system of printing and distribution of book products, promotion and promotion of reading and reading culture" and September 13, 2017 "Development of the system of printing and distribution of books, The Resolution "On a comprehensive program of measures to increase and promote the culture of reading and reading" emphasizes that despite the work being done in this area, the solution of important issues related to the promotion of reading culture in our society remains an urgent task.

This indicates that library and information institutions, which are the socio-cultural institute of continuing education and the center of information provision, have a special responsibility. This is due to the fact that in the process of searching for printed materials and information from the library (with the help of a librarian or independently), the ability to use library and information resources is strengthened, library bibliographic knowledge, practical application of the basics of information culture.

Recent research and the practice of library and information services show that the activity of users in the formation of a culture of reading is not satisfactory, and their knowledge of the

use of library and information services is insufficient. In addition, there is a lack of access to information sources and quick and convenient methods of searching through the library information and bibliographic apparatus, the lack of skills to work with multiple sources of information. Many users are not able to effectively use not only electronic, but also traditional means of storing and searching information in a library-information institution. The clear status of the skills and qualifications of users of library and information services shows that there is a significant difference between supply and demand for information, which in turn leads to a decrease in service efficiency.

2. THE MAIN RESULTS AND FINDINGS

At the same time, some factors in the system of training have also influenced the formation of a culture of reading in accordance with the requirements of the time. In particular, when the Uzbek State Institute of Arts and Culture was established in 2012 on the basis of the Uzbek State Institute of Arts and the Tashkent State Institute of Culture named after Abdulla Qodiri, the Faculty of Management of Library and Information Activities was added to the Tashkent University of Information Technologies. As a result of this effort, aimed at improving the speed and quality of service through the introduction of modern information technologies in the library process, a one-sided approach has emerged, undermining the humanitarian content of training librarians. Observation of the activities of graduates shows that they are far behind in terms of programming, automation of library work, work with users, their educational impact, the formation of a culture of reading. The main reason for this is that the Internet has taken over the world, creating the misconception that the book era is over. But in recent years, the world has expressed strong opposition to such an approach to books, both at the academic level and in high school, secondary special, vocational education, higher education practice, and even at the UNESCO level, the immortal and comprehensive cultural role of traditional books and other publications. was highlighted. Starting from the 2017-2018 academic year, the Uzbek State Institute of Arts and Culture has reorganized the educational direction "Informatization and Library Science" and launched training. In order to prevent one-sidedness in training, based on world experience, the name of the direction of education was changed to "Library and information activities (by type of activity)" and the normative documents on the educational process were improved. At the same time, special attention is paid to the formation of a culture of reading and reading culture, which has an incomparable role in the spiritual development of the younger generation, raising their consciousness and worldview.

The decline in interest in reading, in turn, is a major threat to the sustainable development of society and the state. That is why many developed countries are taking strict measures to prevent this negative situation. Nationwide complex programs are being developed. They envisage systematic measures to unite the efforts of public authorities, libraries, educational institutions, education, science and business, civil society institutions and the media. At the same time, the formation of social consciousness about the value and importance of reading, targeted support and development of reading culture among different segments of the population, publishing activities.

special attention is paid to the formation of a book market that fully meets the intellectual, spiritual and cultural needs of society. According to world experience, the adoption of such targeted programs and concepts will yield positive results.

Therefore, a comprehensive study of the role and place of library and information institutions in the formation of a culture of reading is based, first, on the relationship between information, information, the social significance of science and enlightenment and the level of individual reading culture; second, between print publications, the increase in the volume of information, and the individual's ability to sort, study, analyze, and use them; third, between a person's need for information, knowledge, knowledge, and its full satisfaction; fourthly, it is required by the existence of inconsistencies and contradictions between the society's demand for library and information services and the individual's ability to work with the information provided.

Since the formation of a culture of reading is one of the social problems that determine the level of cultural development of society, librarians of our country have done some work in this direction. In particular, in the researches of O.Kasimova, E.A.Okhunjanov, M.A.Rahimova, E.Y.Yuldashev, E.Islamov, M.M.Turovov, M.H.Mahmudov the culture of reading was considered together with the general problems of library work. .

In particular, Professor EY Yuldashev's research on user reading guidance, library and children's reading, a number of ideas on the culture of reading and its sources, the creation of a national model of reading culture.

BI Ganieva's research focuses on the formation of a culture of reading in children of primary school age and the problems of cooperation between the family, preschools, library and information institutions, the rational organization of leisure time of students.

Of particular importance is the scientific and sociological analysis of AO Umarov on the culture of reading, its place and role in the development of the individual and society. In these studies, the culture of reading is considered as a unit of the principles of voluntariness, awareness of learning, free choice of activities, conscious motivation for improvement, internal motivation, which are its important components, and analyzed as specific driving factors for human development.

A.Abduazizov's research work is devoted to the sociological analysis of the formation of a culture of reading in students of secondary special, vocational education institutions.

Scientists of the Commonwealth of Independent States VA Borodina, Yu.P. Melenteeva, N, V. Zvarovskaya, on the formation and development of the culture of personal reading, theoretical and methodological directions.

A number of works have also been done by L.V. Tananakin. In their work, the culture of reading is approached in the form of events, processes, activities, and the activities of library and information institutions are analyzed as a necessary condition for the formation of a culture of reading.

The issues of formation of reading culture in students were studied in detail by MI Gubanova, the issues of guiding children's reading in library and information institutions were studied in detail by NN Zhitomirova, VA Voronets, SN Serova.

In today's world, where the flow of information is growing, the virtual world is full of various information, it is more important than ever to cultivate the spiritual thinking of all citizens, especially young people, to form in them a culture of reading, a culture of reading.

It is well known that all the great scholars of history have equated and compared the book to light, to the power of thought, to the symbol of spirituality, to the source of knowledge, to the closest adviser and faithful friend.

Although many world-class discoveries have been made during the two millennia of human society, the invention of book publishing as a great event that has made an invaluable contribution to its development has been unanimously recognized by world scientists, politicians, public figures and public organizations.

While the word "read" actually means reading, in today's information age, it has a broader meaning than reading a book.

Volunteerism, which is an integral part of the culture of reading, the pursuit of perceived knowledge, freely chosen activity, a conscious incentive for self-improvement are the driving factors of human spiritual growth.

Positive attitudes to reading and reading have long existed in Uzbek families. They read the works of Navoi, Fuzuli, Bedil, Mashrab, Uvaysi, Nodira, Abdullah Qadiri in groups and as a family. However, the environment typical of the reality of the XXI century requires the ability to quickly receive, quickly analyze and effectively use what is needed from the huge flow of information.

According to the results of surveys conducted in 2019 among users of the Republican Information and Library Center to determine the sources of their use, as the study of the interests and needs of users is one of the main directions in shaping the culture of reading, 32% of respondents (1436 people) read books, 26% from the Internet, 18 percent said they would get it from e-books, 10 percent from television and radio, and 4 percent from the workplace. This means that the majority of users meet their reading needs through books.

According to Professor E. Yuldashev's textbook "Guide to children's reading", reading culture is a very broad concept, the ability to love and love books, to get acquainted with literature, to have special knowledge about the book and work with it, as well as the ability to fully use the book. and requires qualifications. The culture of reading teaches the reader to fully understand literature, to enjoy it aesthetically, to correctly understand and evaluate the writer's thoughts and ideas. It also teaches how to use books and libraries, how to find books in the information and bibliographic apparatus on topics of interest or need, and how to use them in reading, work, life. The culture of reading also includes choosing a book, reading it

quickly, storing it carefully, setting up a personal library, and recommending the books you read to others. (3.B.101)

Summarizing the views on the culture of reading in the above literature can be defined as follows: The concept of reading culture in the broadest sense is the ability to organize reading time in a planned manner; orderly and continuous reading; be able to independently select and sort books and information; the ability to think critically, critically evaluate, and draw the right conclusions about popular science or fiction, various information; be able to find relevant literature, information through bibliographic indexes and other sources of information; careful use of books and other publications; adherence to reading hygiene, organization of reading speed according to the purpose; represents an activity that consists of being able to recommend the best books and valuable information to others.

In scientific research today, the concept of reading is interpreted not only as the process of reading a book or other printed product, but also as the process of assimilating information from a variety of sources.

In particular, in the book "Reading culture: personality, society, development" by Professor A. Umarov, "Reading is a phenomenon of knowledge, study, learning. It is based on activity, goal-oriented, reading and acquisition of information in the text according to different needs of the social subject." (4.B.88).

Parents are required to help their children choose a book based on their age, interests, tastes, and pay special attention to the educational aspects of the book chosen for reading. First of all, it is important that parents read regularly and set an example for their children. In educational institutions, ie kindergartens, lower grades, middle grades, upper grades, academic lyceums, vocational colleges, universities, their age is important. features, the strictness of the literature that needs to be read, taking into account their specialization there is a need to compile a list, monitor the level of learning, create an improved methodology of incentives.

The promotion of reading in educational institutions can be achieved only if it is carried out in terms of the language, history, religion, independence, freedom, interests of the nation.

In this regard, the main goal should be to develop the ability to distinguish between books that have a positive impact on the thinking and morals of society and the individual, as well as books whose content is shallow, low in moral, aesthetic and spiritual value.

The reading environment formed in educational institutions not only has an individual impact, but also allows the formation of a culture of mass reading with the appropriate use of the power of mass and group influence.

In the media, especially on television, the promotion of reading can be positively carried out by people who have read a lot, have the ability to analyze, and can give a clear, convincing opinion about each of the proposed works.

Otherwise, announcers who are known not to have read a specific book, conversations of TV and radio journalists about reading books will not have a positive impact on the formation of a culture of reading.

It should be noted that today the work carried out in the above areas is not in demand.

In particular, all parents do not know the rules of choosing, recommending books for their children, age-appropriate, expressive reading, so this task will be more of the responsibility of kindergartens, schools, libraries.

The onset of problems stems from another node in the problem chain. That is, most kindergarten educators and school teachers are not even interested in what new books, magazine articles, and bibliographic indexes are being published in their field or in the subject they teach. Unfortunately, some of them do not even have an idea about the information-bibliographic index.

Most information and library institutions, on the other hand, do not promote their knowledge of information and bibliographic equipment among students.

Observations show that even the majority of university students do not know the proper use of information and bibliographic apparatus. As a result, the formation of a culture of reading is not conducive to the growth of the general level of reading culture of the population. Therefore, the task of increasing the activity of members of society by cultivating a sense of involvement in the huge changes in the socio-political, cultural life of the library requires the improvement of customer service as a comprehensive activity of the service.

The two interrelated areas — user reading guidance and information service — represent the core content of the library-information service.

Guidance on user reading is the core of our national idea

One of the directions is a specific system of influencing the content of the culture of mass reading in order to form a perfect person.

Reading is the communicative activity aimed at assimilating information, which is recorded through text and symbols. This complex communicative system includes the author-publisher-print publication (source) -information-distribution system-propaganda-user, each section of which is connected with a specific area of public life. The user of the IRC is the object of information and propaganda, advocacy and at the same time the selected active subject.

In various sociological studies, there are cases when the continuity of reading, print publications, electronic data, the direction of the inclusion of people in the active reading population leads to the purpose of the attitude to information. But these indicators are variable. The continuity and continuity of reading varies depending on people's leisure and

professional activities. It is therefore necessary to identify the main distinguishing feature that depends on the reading properties.

Such a distinguishing feature is the transformation of reading into an activity that satisfies the spiritual needs of the individual. In the process of this activity, the psychology of reading is formed in the mind of the subject, which regulates its interaction with the published product or sources of information.

Accordingly, the user is a social entity with a specific psychology of reading, which is also influenced by the author, the publication, the source of information, its distribution and promotion, the constant activity of reading in accordance with its spiritual needs.

The study of users is a sociological, psychological and pedagogical substantiation activity aimed at improving the provision of library and information services to them.

It is a condition and an integral part of the work with users in the process of library-information service, in addition to providing a basis for evaluating the effectiveness of library-information services, it also provides feedback in the process of reading management.

Dividing users into specific groups is grouping them according to the characteristics of reading and a strong influence on the formation of user psychology.

Demographic, socio-professional, socio-psychological characteristics are also taken into account when grouping users.

Library-information services are provided through the satisfaction of the interests and needs of users, reading guidance, information provision, bibliographic and information retrieval, and can be described as a system of organizational forms of user service.

Libraries have a special place in the system of institutions that shape the culture of reading. But only the presence of staff in these institutions with specialized knowledge and skills in working with readers can ensure the success of shaping a reading culture. Mutolaa

Since the formation of the culture is associated with the activity of the reader, it is necessary to use the opportunities of the library and information institution as a teacher in the development of the ability to develop through the pursuit of goals, will, responsibility, self-control. .

Library and information institutions should be able to offer new forms of service using new information technologies, to collect resources in electronic form, along with the promotion of traditional books, to expand access to remote sources.

Library and information institutions should pay attention to the following in order to form a culture of reading, combining the widespread use of new technologies with the positive forms and methods of traditional library work:

- Wide use of new forms and methods of attracting users to library and information institutions;
- Active participation in the implementation of programs in the field of reading and reading culture in our country;
- To develop the ability of users to independently use the library information bibliographic apparatus;
- Development of methods for optimizing the scientific and theoretical capabilities of the reading process;
- Formation of skills and culture of Internet use;
- Continuous professional development of library and information staff.

Since the formation of spirituality is closely related to how people, especially young people, read books, the activities of the Library staff are of special importance in shaping the culture of reading. Because the user does not have the ability to read all the books in the fund, it is not necessary to read them all.

Although a book is compared to the highest spiritual wealth, books that are piled on a bookshelf but not read, not recommended for someone to read, are of no value. Only books that make a person think, help him along the way of life, change his worldview and philosophy of life, and help him to direct his activity to a goal based on a certain conclusion are invaluable.

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

This is one of the most effective methods of reading a book when a user who does not know which book to read falls into the hands of some of these selected books and achieves a correct understanding of their content and purpose. The reader who reads the best books, unlike other people around him, begins to observe the world with a different perspective, expands his perception of the behavior and needs of others, his worldview, goes beyond his own self and generalizes his life conclusions.

Faith is formed in one who reads the best books in a constant, consistent, systematic way. When faith is generalized, it is a firm, sincere conviction and verbal affirmation that there is a will to perfection in all that has happened in the past, is present, and will happen in the future. Everyone who has this confidence and conviction 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 norm, strives for beauty in life, feels the need for it, acts in accordance

with the norm. Reading a book inspires a person to turn their dreams into a living reality, new dreams and aspirations based on the level achieved.

The need to read, research, and work on oneself on a regular basis to achieve new goals creates a need. This is how the need for reading arises. The current level of development of human society requires constant reading. Optimization of this continuous process serves as a spiritual basis for the socio-economic, cultural development of society and its transition to new qualitative stages.

Today, with the modern flow of information and the expansion of the Internet, the role and importance of books in human and social life is declining.

But international research and surveys show that book purchases and reading are also growing in line with the growth of Internet users. If we take into account that this situation is taking place in Western countries, it is clear that nothing can replace the book in spiritual growth. From this Comparative analysis by experts in various fields shows that while e-books are easy and fast to carry, the feeling of tiredness is strong and does not evoke human feelings such as kindness, excitement, longing, wide observation like a normal book. Recently, we can observe a significant growth in the culture of book buying and reading in our country. Because no one had seen for years that people were waiting in line to buy some books in front of bookstores. This is a sign that people are turning to spirituality, to reading books.

This means that no matter how much the flow of information increases, nothing can replace the book, despite the abundance of information on the Internet. The best way to promote book reading today is to select and recommend selected books. Because of the expansion of publishing opportunities, as books of different levels and content are published, it is necessary to be able to focus on reading books that enrich the human mind and influence the formation of positive qualities.

Because only people who have formed an enlightened worldview, who think on a global scale, can contribute to the development of society. It is an inescapable fact that success in all areas of life can only be achieved through knowledge.

It is especially important to determine the place of reading among different segments of users, to know the main sources of information, to determine the cause of the decline in reading, to show ways to improve the formation of a culture of reading, through:

1. To fully preserve the principles, forms and methods of traditional reading in the formation of a culture of reading, to be able to apply and improve new forms and methods, taking into account the characteristics of our time;
2. Deep mastery of the full use of modern electronic means, the formation of a culture of reading at a level that can meet the requirements of the time on the basis of the ability to analyze

3. Explain in detail that the increase in electronic resources in the information society is not the exclusion of books, but the further expansion and improvement of the range of library and information services.

4. "Information culture", "Reading culture" are not separate concepts, in fact, all users should know that information culture is a part of reading culture, such as "library and bibliographic literacy", "computer literacy". Only in this way will some contradictions in the formation of a culture of reading be eliminated.

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

- Providing library and information services to meet the needs and requirements of each user;
- Involvement of all groups of users in the process of socialization through the library and information service;
- formation of a culture of reading through the library and information service;

In terms of the area where the library and information institution is located:

1. Study, promotion and protection on the basis of local lore, taking into account the specific features of the local environment;
2. The study of the culture of other nations, the formation of inter-religious and inter-ethnic tolerance, along with the preservation of national values;
3. Ensuring active participation in the social democratic processes taking place in the life of society.

In addition, the following tasks are performed through the library and information service:

- establishing communicative communication between users
- organization of discussions with users, in addition to individual work;
- Improving "User-Librarian", "User-Source", "User-User" relationships that serve the individual development of each user;
- allow each user to receive information and data in accordance with their requirements and needs;
- Development and promotion of ways to create opportunities for users to actively participate in social changes in society by increasing their socio-political, economic, legal knowledge;

- Providing scientific, practical and methodological assistance to students of secondary, secondary special, vocational education institutions, university students;
- special services for users with disabilities, housewives, unorganized youth, the elderly, the temporarily unemployed, prisoners and other social demographic groups.

In addition to the implementation of the above-mentioned tasks as an intellectual factor of socio-cultural development of society it would be advisable to develop separate programs to demonstrate the importance of reading.

3. INCLUDING:

1. Programs that promote the importance of direct reading processes for the development of the individual and the development of society;
2. Programs that demonstrate the practical importance of reading in the adaptation of any socially useful activity for groups of the population not involved in the field of social production to satisfy the profession or interest or to study another profession in accordance with the requirements of the time;
3. Programs for combining library and information services with the directions of implementation of development tasks promoted by the state and society;
4. Programs for the implementation of reading tasks to ensure the normative balance and harmony of the interests of society and the interests of the individual;

The library-information service consists of the process of making recommendations through assistance, guidance, observation, experimentation, fulfilling the task of ensuring the participation of each user in social development. The formation of a culture of reading in each user through the library-information service, ensuring their transition from passive activity (reception of information and information) to active activity (creation of new data and knowledge by understanding the essence of receiving, processing and analyzing information); not serve the development of an entire society.

Since reading is a complex social phenomenon, one of its main elements is the psychology of reading.

In the psychology of reading, the social activity of the individual is of particular importance, manifested as an activity aimed at changing social conditions, the socialization of the individual.

In the system of reading culture, the conscious and purposeful activity of users plays a central role and allows to analyze the activities of users in the reading process, to study their psychology, personality, interaction to a certain extent.

Reading is a complex form of psychological activity, a process of acquiring relevant knowledge through mastering and processing a text. The motivation and interest of the user's activity is formed as a result of his socio-demographic affiliation and socio-psychological thinking.

Because any activity depends on one or another outcome, it is aimed at achieving a goal, and the system of psychological states and processes reflected in this activity consists of a "motive-goal" relationship.

For the end result of the user's activity depends on the level of knowledge of himself and the authors, speech and skills, emotional will, psychological aspects of reading, the opportunities and conditions created for reading, the level of user attention and so on.

In addition to user activities, reading psychology includes such concepts as "mastery", "explanation", "reading result", "reading efficiency". Understanding and mastering the sources read is a complex mental activity of the user.

Understanding the source text constitutes reading efficiency. Efficiency, on the other hand, is a generalized process of outcome, understanding, and acceptance that describes a user's overall performance. The result of a user's activity is an indicator of his or her achieved skill.

One of the main forms of creating the need for reading is the reading motive.

The motif means "to move" in Latin and "motivating cause" in French. It is an inclination, a volition, which is inextricably linked with the satisfaction of certain needs, which motivates the individual to perform mental, practical action and behavior. The main function of motives is to motivate a person to act and to motivate internal motives.

Any activity arises under the influence of certain motives and takes place only when sufficient conditions are created. Therefore, in order to ensure the implementation of the study and mastery of resources in the process of working with users, they should be formed reading motives.

The knowledge of users based on the study of specific sources and information is focused on the goal of knowing the motives, the acquisition of knowledge and skills.

Motives are of two kinds, in the form of external and internal motives, and the absence of an internal perceived need for external motives in reading can be manifested in the form of blindly following others.

The category of internal motives includes motives that have a unique character, which arise in the user's personality on the basis of an inner feeling that achieves a specific purpose in

relation to communication. For example, the emergence of an interest in knowing is the illumination of the aspirations in the user to increase his spiritual level.

Under the influence of such motives, conflicting situations (situations) do not arise in the process of working with users

Of course, despite the emergence of motives that fall into this category, some difficulties are likely to arise, as it is necessary to make a voluntary effort to acquire knowledge.

Willpower efforts with such properties will be aimed at reducing the power and capacity of external stimuli that interfere

From the point of view of pedagogical and psychological sciences, when this process is approached, only the complete situation is called rational (optimal).

Creating such a situation in the process of working with users is an important task of the librarian, whose activities will be aimed at the formation of internally understood motives, user identity, the ability to set goals, arouse interest and content ideals.

When working with librarian users, it is advisable to approach the science of psychology today, based on the achievements, dividing the motives into the following categories:

1. Negative motives related to the user's worldview.
2. Political motives that reflect attitudes towards domestic and foreign policy.
3. Ethical motives based on the moral rules, principles, lifestyle, ethno-psychological characteristics of society.
4. Motives for feeling delicate, aesthetic, based on a sense of beauty in relation to reality.
5. Extensive social motives (patriotism, devotion, altruism);
6. Motivational motives to evaluate the product of the activity, to achieve the goal.
7. Motives for professional training and skills
8. Motives for reading, cognition, creativity.
9. Short-term, transient motives.
10. Motives associated with long-term, time-limited, calm behaviors.

Hence, motive is a factor that awakens a person's emotions, helping to satisfy his spiritual needs.

In terms of the need for reading, reading motivation is an inner feeling that evokes a voluntary aspiration, based on the content of the source and all other qualities being tailored to the needs of the user. For example, in the imagination of each user, the motives for

choosing a book are in the form of images (striving to have information and imagination about a book that is worn out, that is, the book is torn and worn out, indicates that this book is of interest to many readers). compared to, it is possible to reflect on the high specificity of the narrative and interest style of this book, to have curiosity (having a plot that draws all the attention), desire (e.g. reading all the works of Tahir Malik), and aspiration.

For the user, it is not the forms in which the reading motives are ultimately manifested, but the problems that interest him, that is, from the selected book. what kind of response to expect, its content, to what extent it fits their needs.

As mentioned above, while reading is inherently a voluntary activity, the need for it is a social subject (individual, socio-demographic group, society) that treats reading as a continuous, vital, necessary activity.

Reading can develop as an independent need only if it becomes a regular activity that meets the spiritual needs and interests of each user.

The need to read arises from the need to select sources.

Most importantly, in reading motivation, it is important to move from a level where its obligation is sometimes fulfilled out of curiosity to a level where it is always fulfilled out of curiosity.

In order to continue working with users in the process of library and information services, it is necessary to study the interests of users. That is why the main purpose of studying library-users is to study their interests.

User interest is a factor that drives him to action, which influences the choice of sources, ie printed materials, information, their analytical assimilation and evaluation. The user's interest develops in connection with his other spiritual interests as well as his need for reading.

The user's interest is characterized by the predominance of reading motives, desire, aspiration, that is, the enjoyment of the acquisition of knowledge, the development of thinking.

However, direct interest in a particular source cannot be interpreted as a sustained interest of the user.

In such a situation, the main task of the librarian is to direct the user's interest in a particular source in an analytical direction, that is, to help it to be generalized and stabilized through selected sources.

Thus, in order to study the laws of interest formation, it is necessary to consider together the characteristics of regular and continuous reading, their specific needs for reading, the level of understanding of reading needs, the manifestation of reading goals and motives as an internal desire.

This allows users to determine whether their interest is stable or unstable, strong or weak, active or passive, wide or narrow, wide or superficial.

As mentioned above, users' interests are also interrelated with their other interests, depending on the content will focus on reading sources of a professional, educational and scientific nature.

In addition to determining the content of their interests, the age and level of information of users can also influence the direction of development.

Age differences in the content of reading processes, especially in children, adolescents. special attention should be paid by the library staff to the manifestation in adolescents according to their specific characteristics.

It is also important to explore the interaction of the depth of their interests and abilities when working with users individually. This is because, given that a user's ability has a particular impact on the development of his or her interest, the librarian can help to further develop his or her ability by shaping his or her interest and directing it to regular reading.

The concept of reading culture includes not only access to various publications, data and information, but also the concepts of "love of books", "interest in reading", "feeling and understanding of reading", "creative reading", "library and bibliographic literacy".

In particular, library and bibliographic literacy is a set of minimum level of skills and competencies required for a qualified user to use the information service.

Library-bibliographic literacy is formed at the first stage by training to develop the ability to use library catalogs, card indexes, bibliographic manuals, sources, to compile a list of literature used in term papers, dissertations, dissertations.

The culture of reading does not form and develop on its own. To this end, a culture of reading in terms of language, history, religion, independence, freedom and interests of the nation is formed on the basis of the needs necessary for the development of the state and society.

Along with the library and information service, the family, the community, the education system, labor communities, government, political parties, public organizations, the media and other civil society institutions are important factors in shaping the culture of reading.

In general, the problems of shaping the culture of reading date back to the 80s of the last century. During these years, the issue of the "Reading Crisis" of children and adolescents was widely discussed, in the 90s in the United States, Canada, Germany, France, England, Russia and Eastern Europe discussed functional illiteracy, Internet addiction, reading culture in Uzbekistan since the 90s. The level of reading has begun to decline, special programs have been adopted in many countries to improve the reading culture. the fact that the implementation is very slow and difficult, shows that the formation of a culture of reading is

a global problem of great moral and material damage. Therefore, given the global nature of the problem, we consider it necessary to do the following:

1. To be able to fully understand the text in the culture of reading and to combine models of deep understanding of the educational, spiritual, moral and creative significance of the text.
2. In the formation of a culture of reading, special attention should be paid to the socialization of users of sources and information, their decision-making on a healthy lifestyle, the formation of moral, aesthetic, ecological culture.
3. To be able to combine the scientific and religious bases of the formation of a culture of reading, to stimulate the aspirations of young people to study the basics of science, and to correctly show the role of religion in strengthening the spiritual and moral foundations of society.
4. The formation of a healthy spiritual need that has a positive impact on the development of each individual and thus the development of society through a culture of reading.
5. Acceptance and formation of the concepts of "reading culture" and "information culture" in use today, not as separate concepts, but as an integral part of the culture of reading.

The growth of human reading culture is not only a factor in the spiritual and moral growth of the individual, but also contributes to the growth of the intellectual potential of each individual, the quality of human resources, the socio-economic development of society.

4. LIST OF USED LITERATURE:

1. Decree of the President of the Republic of Uzbekistan dated January 12, 2017 "On the establishment of a commission to develop the system of printing and distribution of book products, increase and promote the culture of reading and reading" // People's speech.- 2017.13 January.
2. Resolution of the President of the Republic of Uzbekistan dated September 13, 2017 "On a comprehensive program of measures to develop the system of printing and distribution of book products, increase and promote the culture of reading and reading" // People's speech.- September 14, 2017.
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According to the international rating agency NOP World, people around the world spend 16.6 hours a week watching TV, 8.9 hours in front of a computer and 6.5 hours reading. In 2016, India - 10.7, Thailand - 9.4, China - 8, the Philippines - 7.6, the Czech Republic - 7.4, Russia

- 7.1, Sweden - 6.9, in the list of countries reading the most books per week. France - 6.9 and Hungary - 6.8 hours.

The development of publishing and the growing popularity of reading show that it is a mistake to think that people will lose interest in reading with the deepening of audio, video, radio, television, information and communication networks in our lives. Undoubtedly, as a result of the emergence of new types of media, reading has declined somewhat, but the press continues to increase people's interest in reading books.

A study of the world's demand for books by a number of agencies has shown that in the last 30 years, the production of books of the same name has tripled and quadrupled in number. Today, about one million books are published in the world every year. For example, 10 books are published per capita in the United States, 9.5 in Russia, 5 in France and 3.5 in China.

The modern legal framework for publishing has been created in our country. Over the past period, more than 10 laws and more than 30 bylaws have been adopted. 1,677 printing companies and 118 publishing houses were registered. The Alisher Navoi National Library of Uzbekistan, equipped with advanced technologies, 14 regional information and library centers, about 200 information and resource centers in educational institutions of district centers and cities provide information and library services to the population, as well as "Kitob olami", "Sharq ziyokori" and "Uzdavkitobsavdotaminoti "Bookstores. The Ijod Public Foundation, established under the Writers' Union of Uzbekistan, publishes thousands of copies of the first books by writers and poets, especially young ones.

There is a need in society today to preserve and even restore the status and importance of the book as a major source of spiritual and moral nourishment, cultural and linguistic development, as an intellectual heritage passed down from generation to generation. First of all, it is necessary to publish literary, educational, scientific-popular, educational, literature aimed at increasing the intellectual potential of young people, to provide them with educational institutions, to organize the selection and translation of works of national and world literature on the basis of a well-thought-out system. It is also necessary to encourage the interest of the younger generation in books.

Declining interest in reading, in turn, is one of the major threats to the sustainable development of society and the state. That is why many developed countries are taking strict measures to prevent this negative situation. Nationwide complex programs are being developed. They envisage systematic measures to unite the efforts of public authorities, libraries, educational institutions, education, science and business, civil society institutions and the media. Particular attention is paid to the formation of social consciousness about the value and importance of reading, targeted support and development of reading culture among various segments of the population, improvement of publishing, formation of a book market that fully meets the intellectual, spiritual and cultural needs of society. According to world experience, the adoption of such targeted programs and concepts will yield positive results.

In this regard, the Decree of the President of the Republic of Uzbekistan dated January 12, 2017 "On the establishment of a commission for the development of the system of printing and distribution of books, raising the culture of reading and reading" is aimed at comprehensive solutions to problems. Currently, a special working group is developing a draft program of comprehensive measures to develop the system of publishing and distribution of books, to increase and promote the culture of reading and reading. In this process, special emphasis is placed on measures to popularize reading, acquaint children and youth with books, encourage reading in libraries of the country, develop reading and book trade, improve the system of training and retraining, monitoring the state of reading.

In order to popularize reading, it is necessary to involve the general public in reading and provide them with books, organize charity events, effective use of social advertising, promotion of classic and modern works of Uzbek and world literature, well-known authors, support public initiatives in this area. support, development of the volunteer movement, wide public discussion of the problem of reading, including on social networks and It is planned to carry out concrete work on the organization with extensive use of the Internet.

It should be noted that acquainting children with books, educating them in the spirit of love for reading, inculcating in the minds of adolescents and young people that reading is an effective and influential tool in social adaptation is one of today's urgent tasks. With this in mind, the program includes the publication of books for children and adolescents, including support for the production of special e-books, modernization and further improvement of children's and school libraries, encouraging children and adolescents to read libraries, extracurricular and summer reading, family reading. Measures are being taken to restore and popularize the traditions of literature, to promote the best examples of children's and adolescents' literature, to encourage reading in their native language.

Libraries will be modernized through the introduction of new information and communication technologies, strengthening their material and technical base, further improving the book fund. Development of mobile library services for the convenience of citizens living in remote areas and limited access to libraries, inter-library subscription and electronic delivery of documents, remote access to library resources, development of systematic organization of individual, group and public reading in these places, reading culture Clear mechanisms are proposed for education, acquaintance with high works of art, improvement of the image of libraries in our country.

Develop a system of training and retraining and reading infrastructure in the field, conduct fundamental, applied research on the history and modern trends of book culture, develop strategies and tactics to promote reading among various segments of the population, especially those who are far from reading books is also one of the current tasks.

These measures are primarily aimed at improving the reading culture of the population, further modernization of libraries, increasing the number and quality of socially significant literary works, the development of the system of distribution and delivery of books.

The growth of reading in society is, first of all, a factor of spiritual and moral growth of the individual. This will contribute to the growth of the intellectual potential of our people, increase the quality of human resources, socio-economic and innovative development of the republic

Today, in our country, on the basis of the Action Strategy for the five priority areas of development of the Republic of Uzbekistan for 2017-2021, huge changes are taking place in all areas and sectors.

Especially today, when the process of spiritual reforms is entering a qualitatively new stage, special attention is paid to the formation of a culture of reading and reading culture, which plays an important role in the deepening of national values and traditions, spiritual development, consciousness and worldview of the younger generation.

In this regard, the Resolution of the President of the Republic of Uzbekistan dated September 16, 2017 "On a comprehensive program of measures to develop the system of publishing and distribution of book products, increase and promote the culture of reading and reading" is an important document. .

5. CHAPTER.

Formation of information culture in the process of library and information services.

Today, libraries are one of the main sources of knowledge, where each user actively communicates with the products and processes of spiritual culture, learns the masterpieces of thinking. For this study to be effective, it is more important than ever to master how to use the available resources and turn it into a constant and regular practice.

Many users may be confused by the sheer number of resources they are researching and the extreme complexity of their search engines. Therefore, one of the main tasks of librarians is to focus on simplifying and organizing the process of library information service as much as possible. The process of searching for information should try to make it a fun activity for users to find the information they need and read. The librarian should help users to find the information they need easily and develop the skills they need to use it effectively as a constant companion on the path to knowledge.

An information culture is formed in them by helping users to act independently so that they can access certain information.

Information culture is primarily a set of skills needed to feel the need for information, to find it, to be able to sort and evaluate it, to be able to analyze it quickly, and to use it effectively.

The formation of information culture begins with bibliographic training and includes a set of activities, such as acquaintance with the library, various activities, acquaintance with the signs that help to find information, creation of instructions on the use of information tools, both to meet general needs and to develop new knowledge skills. is an activity that has set itself a goal.

In the context of rapid development of new technologies, the formation of an information culture is important, and the formation of assessment skills based on reasoning, analysis is central to it. In particular, in order to fully focus on the implementation of the tasks set out in the Action Strategy for the development of our country for 2017-2021, information culture requires information retrieval, critical and analytical approach, decision-making based on relevant information, knowledge orientation, creation of innovative ideas and technologies. - strengthening cooperation between research and industry, knowledge exchange, implementation effective participation on the basis of involvement in the changes that are taking place requires the pursuit of personal and aesthetic growth.

In general, the so-called information age of the XXI century sets the following requirements for every citizen as a person with an information culture:

- 1) be able to determine the amount of information required for him;
- 2) effective use of the studied information;
- 3) be able to critically evaluate information and its sources;
- 4) setting and achieving a specific goal through the effective use of information;
- 5) understanding of economic, legal, social issues of information use, adherence to ethics of information use.

Librarians have to take into account certain peculiarities in shaping the information culture according to the type of library in which they operate. In particular, the purpose of the library staff of the higher education institution is to develop the skills to conduct seminars, independent preparation on a specific topic or research on a specific topic. The librarian should continue to work with the user on the basis of the skills formed by the library of the school, lyceum, vocational college, combining it with the skills of independent information retrieval. The effectiveness of this process depends, first of all, on the level of cooperation of the librarian with professors and teachers of various disciplines taught at the university.

Collaborative relations between librarians and professors allow students to be highly effective in the formation of tasks, research topics. Cooperation with professors and teachers in the formation of information culture The fight against plagiarism (literary theft) in scientific research is also important from the point of view.

Protecting the rights of intellectual property creators to students

It is the duty of professors and teachers to give insights into the rules of citation, the rules of citation, the ethics of using resources. This is because a true information culture is not only about finding the information you are looking for, but also, as mentioned above, studying it, analyzing it, breaking it down into logical components, reassembling it, determining the place of the part as a whole, using knowledge.

While many consider the formation of an information culture to be a group activity, librarians often begin to do so in face-to-face interactions with users. The main task is to determine the level of the user's ability to search and use information, to study their interests. Determining a user's curiosity and ability to use information can make this process fun and prevent them from repeating what they already know.

It is also important to identify the user's propensity to learn and learn, which the librarian can use effectively if the passion is strong.

In the process of providing information in a virtual way, it is advisable for the librarian to use short messages that can be used during the question and answer session. Such messages, which are attached to the answers to the user's questions, on the one hand, complement the answers to his questions, on the other hand, serve to enhance his information culture. The library's website also provides online tutorials to university students, as well as information about free websites.

6. CONCLUSION

Use of library resources, online catalog indexes in the curricula available in each of the educational institutions the introduction of lessons on identifying and evaluating the required periodicals will have a positive impact on the formation of an information culture through the development of students' resource use skills.

The harmonization of activities related to the formation of information culture in the curriculum of the educational institution may include the following areas:

- Fostering a spiritual need for information;
- Development of skills in the use of information technology;
- Ability to find information from relevant sources;
- Ability to critically study, analyze and evaluate information;
- Be able to use information to make effective and creative decisions;
- Development of skills in the transformation of information into knowledge through sorting, analysis, summarization;
- Understanding and respect for the socio-political, legal and ethical aspects of information and information technology;

- Further development of continuing education skills;

With the development of information technology and the expansion of the Internet, the importance of selectively studying the most reliable accurate information for everyone who is surrounded by an unprecedented amount of information is growing.

Therefore, librarians should explain to each user the differences between all types of copyrighted, freely accessible information, paid and free information, the most appropriate information. should recommend species.

In addition, to determine the reliability of the sources of information, including the author's identity, whether it actually exists or not, to check the information about it, the quality of the information, its citations (links) to other sources, citations to other sites attention should always be mentioned.

In order to provide effective practical assistance to each user, the librarian must know exactly what stage he is in the process of searching for the information he needs, to allow the user to continue the search independently after receiving certain help, to be a constant advisor and partner when more help is needed. Although the terms “information”, “information”, and “knowledge” are often used synonymously, there is a big difference between them.

Information may not be used as information, although it may serve, store, and transmit a specific conclusion or decision.

Since data analysis can only be converted into information through the separation of the most important, the analysis, the information becomes more valuable as a certain regulated information in rational use.

However, any information cannot be knowledge. Knowledge, as an ideal reflection of a natural and social being in the form of a sign, is an individual human phenomenon, unlike information, which exists in a subjective form.

While information also has the property of imparting knowledge through communication networks because it also exists objectively, knowledge is directly related to the identity of its creator. A different approach to the problem is that the concept of knowledge is broader than the concept of information if we understand information only as formalized knowledge and knowledge as a form of existence of consciousness.

Knowledge is a reflection of the emotional and enlightenment forms of being, which are a necessary condition of human activity, arising in the process of man's practical attitude towards being. Although knowledge always contains information, this "human" information has its own characteristics. Knowledge is an integral part of the human mind. In addition to knowledge, the mind also has emotions, moods, intuitions, wills, and so on. Knowledge, as an integral part of consciousness, is closely connected with them. The content of a particular subject's knowledge is never limited to the content of the perceived information. Perception refers to the perception, comprehension, interpretation of information as a separate type of

knowledge. In any case, it is clear that humanity has never gathered information as rapidly as it does now. If in the XIX century the volume of scientific information doubled every 50 years, today it doubles in 1.5 years.

As the importance of information in the life of society is growing day by day, the methods of working with information are changing and the application of new information technologies is expanding.

Because information embodies a number of properties, it acts not only as a means of reflection, control, but also as a means of communication. In this case, the communicative function of information comes to the fore.

Information is a concept that represents an important part of objective reality and is manifested in material systems designed for self-preservation, processing and use of the results (traces) of impact. Objectivity, materialization, and the ability to transmit are important features of information.

Today, "information literacy" is of particular importance this concept implies the formation of an individual's ability to access, search, select, disassemble, analyze, evaluate, and use an information system.

The concept of computer literacy is closely related to the concept of information literacy. The expansion of the global information space in modern society leads to the widespread spread of the concept of information literacy.

There are the following concepts that further explain the essence of the concept of information literacy:

- computer literacy;
- Literacy of digital resources;
- hyper literacy;
- information technology literacy (knowledge of the combination of computer technology, electronic communications and other capabilities aimed at the selection, storage, analysis and delivery of information to the user);
- interactive compatibility and compatibility;
- compatibility and appropriateness of use of Internet resources;
- compatibility and appropriateness of the use of library resources;
- suitability and appropriateness of the use of media resources;
- versatility and appropriateness of use;
- verbal compatibility and compatibility;

- visual compatibility and conformity;

It is clear that information literacy focuses on more technical and technological aspects of the issue.

However, the concept of information literacy or information culture requires special attention to both its humanitarian and social aspects as an integral part of the general culture of the modern user.

Accordingly, it is expedient to apply the concept of information culture, it will be possible to apply the concepts of information culture of the individual, information culture of society as a whole, information culture of the social professional group.

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