

Reading culture: socio-philosophical analysis

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Abstract: The article sets out the socio-philosophical point of view of the author that the culture of reading, which is considered relevant in society today, is the basis for the formation of the thinking of young people, and in what area and what kind of literature should be read. An attempt has been made to objectively analyze the state of the processes of the role of the library and new information technologies in the development of the reading culture of young people. The state of literature related to reading is emphasized, and what attention is paid to the promotion of reading in bookstores of Uzbekistan, including in the city of Namangan. It is noted that the phenomenon of reading is one of the little-studied areas, a conclusion is drawn about the formation of a culture of reading and thinking among young people.

Keywords: Bound books, printing of book products, advertising, bookstores, reading culture, reading process, world of information, sources of knowledge, modern level of reading among young people.

Introduction: Today, rather than reading a book with many volumes, people are accustomed to focusing on the cover, individual lines on the pages, and sentences that may be necessary or helpful. In addressing the problem of increasing the importance of books in the formation of intellectual youth, encouraging them to read books and thereby engage in independent thinking, and benefiting from the achievements of world science and culture, the decrees of our President Sh.M. Mirziyoyev dated January 12, 2017 "On the establishment of a commission for the development of the system of printing and distribution of book products, the promotion and promotion of book reading and reading culture" were extremely relevant and a historical event in terms of socio-economic significance.[1] Continuing our thoughts about the 21st century reader, he will first of all turn to the literature he needs to read, which is advertised and which he considers "serious". The reader will search for the literature he considers necessary by any means (the Internet, acquaintances, libraries of various levels, etc.) and study it. Therefore, it can be said that the system that first influences the consciousness of a modern reader is advertising directed at a particular book. According to well-known sociologists and psychologists, including G. Tarde, G. Lebon, B.

Bekhterev, any advertising is the result of the influence of the mass media on an individual or subject. In scientific language, this process is called "suggestology", which in English means "the science of indoctrination". [2] The process of suggestology is based on market conditions, in which attention is primarily focused on the consumer, and it works according to a simple scheme, that is, the subject-subject, the demander, becomes the main factor. We will analyze this theory in the world of reading. To do this, it is enough to pay attention to the range of literature available in bookstores and related retail outlets operating in the city of Namangan. In order to determine the main series of books and the level of reading, we turned to bookstores in the city of Namangan, based on our mentality. One of the reasons for our appeal to this object was to determine the reading status of students based on closed observation and to determine what topics are in demand among young people.

METHODS

The issues of reading, its advantages, and the formation of a reading culture are covered in the works of our great thinkers Abu Nasr Al-Farabi, Ibn Sina, Yusuf Khos Khajib, Alisher Navoi, Zakhiriddin Muhammad Babur, Abdurauf Fitrat, Abdullah Avloni and others.

N.A. Rubakin, N.M. Sikorsky, O.S. Chubaryan, Y.S. Zubov and others have published works that directly analyze the processes of reading, study the principles of the emergence and formation of a reading culture, and the effectiveness of reading and mastering the text .[3] At the same time, a number of scientific works have been published in our country and abroad that are indirectly related to our topic. The works of Kasimova O.G., Yuldashev E.Yu., Okhunjonov E.O., Rakhimova M.A., Umarov A., Shamsiev Sh.M., Turogov M.M. and others on library science and bibliography are significant in that they seek to solve the theoretical and practical issues of the problem under study.

DISCUSSION

Based on the fact that the reading process is the books being read, it is reflected in the following situation and causes a number of problems:

- **literature on psychology** - textbooks on psychoanalysis, child psychology,

psychology of leadership and power, psychology of family and love,

psychology of the individual. After that, it becomes extremely difficult to find literature on other areas of psychology, because the student is not interested in the remaining areas;

- **philosophical literature** - classical Western philosophy, ancient Greek

philosophy, Confucian philosophy, ancient Indian philosophy, existential

philosophy and textbooks. In this area, as we noted above, .,

the student's interest in other aspects of philosophy wanes;

- **Oriental and religious studies literature** - Islam,

Sufism philosophy, mystical religious philosophy, partly Christianity, partly

Buddhism, textbooks. Finding scientific sources and literature on other areas of religion becomes a little more difficult later;

- **in the field of information technology** - A list of tutorials and textbooks on

computer technology and programming can be provided.

to the question of who are the permanent members of this book collection, first of all, we can cite the example of employees and professors of higher educational institutions and scientific research institutes, postgraduate students and researchers, students who are constantly conducting research on themselves,

often a group of masters. However, if we proceed from the existing population, this number is still not that high. Secondly, bookstores and branches that have their own readers by scale are located in the central part of the city. Here, we can cite literature and sources of various genres for readers who read mainly in the Uzbek language. A distinctive feature is that the books purchased in this place are focused on topics reflecting the traditional way of life, national values, and Muslim culture. These books are mainly composed of the Holy Quran, hadiths, Muslim legislation, the Muslim world of the Middle Ages, works, poems, odes, and ghazals of prominent scholars and scholars of Transoxiana. If we pay attention to the social status of the readers, most of them are middle-aged and elderly local residents. The level of education of the readers is also different, that is, among the readers here, along with those with higher education, you can find readers with secondary specialized education. This bookshop is always crowded, the price of books is not so expensive for the reader, and in our opinion, the largest number of book purchases in the city of Namangan is made here. Let's pay attention to another third bookshop. If we look at the categories, the most books are school textbooks, textbooks for students of higher educational institutions, works of the President of the Republic of Uzbekistan, regulatory documents and literature on law, literary and journalistic works of Uzbek writers, books on Muslim history and ethics. These shopping malls are crowded with students during the seasonal months, more precisely, at the beginning of the school year, that is, in August, September and partly in October. At other times, these bookstores are mainly occupied with the sale of stationery products. In the fourth place in terms of importance, that is, in the "rare books" section, the reader turns more to scientific literature for reading. We have considered the most modern method of reading processes as the fifth level and included students using the Internet and electronic library databases. The range of its participants is currently quite wide, and we can observe that people of various ages and professions participate in it. However, it must be admitted that the majority of those engaged in this area of reading, perhaps two-thirds, are young people. In a rapidly informing society, the need to form a person's information culture is becoming increasingly important, as the number of books and other sources of knowledge that replace them is growing rapidly, and the Internet has also joined these sources. This process is also reflected in the need for students to learn a lot in a short time by mastering reading literacy. In this situation, there is a need not only to teach students, but also to learn ways to develop Internet skills. Accordingly, the requirements for reading are also changing: now the

main goal is to achieve the level of mastering knowledge, skills and qualifications when accessing sources and the quality of their use. However, it must be admitted that today the process of developing a modern student's demand for reading and reading culture is very slow.

RESULTS

According to the stage of socialization in today's information world, reading culture implies a set of knowledge, skills and qualifications related to working with books and electronic texts. Until a certain period, methodological and library literature created in the Uzbek language spoke in detail about the importance of reading books in the cultural and spiritual life of humanity. In connection with the transfer of literature to electronic text in the new century, reading books has come to mean a narrower concept (only reading books), therefore, it became necessary to drop the word book from the combination "book reading culture". Taking this into account, some specialists began to prefer the concept of "reading culture". We continue our reflections and analyses. As is known, in recent years, we have been enjoying the creative research conducted by Western and Eastern specialists in various fields through the Uzbek language. There is no need to deny that Russian-speaking readers have a wide range of opportunities, and since the 90s of the 20th century, they have had the opportunity to get acquainted with an unlimited number of translations of the great works created by mankind into Russian. It is worth noting that this process is increasing its volume at an unprecedented pace. During our observations, we can admit this, namely, the demand and need of Russian-speaking readers for reading books is increasing sharply. After the collapse of the Soviet system, it can be observed that the price of books has increased sharply, but despite this, the pace of reading among people has not decreased. Only the reading etiquette has increased in terms of cultural level due to the strict demands made on the part of the reader. These are manifested in the following; a) through the highest aesthetic taste and logical pagination of the book cover and paper quality ; b) the fact that books that have become popular are being published in unlimited quantities by various publishing houses; c) the abundant provision of evidence enriched with information commensurate with the socio-spiritual mood and character of the reader ; d) the emergence of literature and sources written on the basis of the use of methods that can reliably reflect the spirit of the era ; e) a set of serial literature that complements each other and is published on a sequential basis also increases the volume of reading (it is known that during the former Soviet Union , books by two or three authors

on one problem could be published and then not be returned to for a long time, while today, if a student is interested in a certain problem, he can find hundreds of books on it at will); e) one of the outdated reading skills of a young Uzbek student is his demand for literature in the Latin alphabet, but his needs are not always fully satisfied due to market demands ; g) based on observing the environment , the following opinion has already been fully formed in young people, namely, doing simple business is several times better than studying any science . Our observations show that a large part of today's students are fully engaged in the trading business in the "pyramid" system; h) learning foreign languages and computer skills takes up most of the youth's time, but not only those who could not enter a higher education institution, but even those who were accepted into the ranks of students themselves do not read any scientific or artistic literature. As we can see, the reading resource that attracts a modern reader is mainly built on the basis of a person's subtle emotions, and his brain is occupied, as always, by advertising. Therefore, if the intellectual observation of a person devoted to reading a book is enriched by the existing ideological immunity, the problem is expressed on the basis of comparative analysis. In the conditions of a traditional library, the reader loses his precious time searching for the necessary book in the library catalog, ordering it, and receiving it. In an environment where the consumer has the opportunity to quickly obtain information from world information resources, the above situation negatively affects the capabilities of libraries. In order to prevent such negative situations, the creation of an electronic version of the traditional catalog of library funds is an urgent and priority issue. [4] However, in our opinion, we believe that it is not necessary to completely abandon the existing traditional experience in any period of development. This is especially clearly reflected in textbooks, literature and sources related to the field of education. Naturally, after the country gained independence, a large number of textbooks were updated and a lot of additional literature was published. In our time, when it is an urgent task to instill the idea of national independence in the minds and hearts of not only the younger generation, but also our compatriots, the importance of reading is also effective. However, it is still relevant for a student to experience inconvenience when reading scientific literature and sources. Since Uzbek literary and journalistic literature has been fully developed over the centuries, the student does not experience such difficulties in this matter. As we have emphasized, when it comes to familiarizing yourself with scientific literature or expressing scientific ideas in writing, the lack of attention to the issues of incoherent sentences,

repetitions (tafteology), grammar, and phonetics can sometimes reduce the value of a book with a resonant theme and a gold cover in a short time. In addition, in many scientific works, articles, and research works, a superficial approach to the issue of intellectual property, that is, excessive plagiarism, has become a frequent occurrence. Correct copying may not be word for word, but the distortion of sentences without changing the meaning will not distract the astute reader. Thus, the reader's desire to read has automatically faded again. In this regard, the following thoughts of the great thinker Abu Rayhan Beruni further clarify the explanation of our thought: "Although in some places [of this book] we have gone into various disciplines and have entered into [issues] that are far from our explanation, this is not for the purpose of prolonging and multiplying the story, but in order not to bore the reader. Because always focusing on the same thing leads to boredom and impatience. If [the reader] goes from one discipline to another, it is as if he is walking in various gardens, and before he has time to see one, another begins, and he is interested in [seeing] them and wants to browse them, as it is said that "there is pleasure in every new thing." [5]

According to experts in the field of history, any written letter, book, or work eventually becomes an archival document. A historical document, on the basis of inheritance, cannot escape the attention of subsequent researchers. At such a stage, a serious researcher tries to prove the quantitative and qualitative aspects of any written work as much as he wants, based on comparative analysis. Such an application is called a research work substantiated by evidence, based on critical observation. The demand for reading has always been high for such research work. Based on this, we can assess the statistical level of reading in a student. As long as society exists, a person living in it lives in harmony with books throughout his life. Perhaps he does not have time to read books all the time, but as an integral part of the information world, he is forced to receive information of some level. The growth of national consciousness of each people - the level of development of its national spirituality - is determined by its capabilities. In other words, a mature national consciousness emerges as a result of a mature national spirituality. The knowledge and understanding of any nation's value, the ability to move towards the future with full confidence, is determined by the process of developing a common national spirituality, national consciousness, historical consciousness, historical memory and worldview. Naturally, reading and reading culture play an important role in the development of this state. The weakness of national factors in a person's worldview leads to a state of nationalism. The

concept of nationalism is based on the fact that people have national consciousness, historical memory and worldview. consciousness, historical memory, or its extreme weakness. The formation of a reading culture provides a mature level in the development of national consciousness and historical consciousness in young people. This process can occur on the basis of improving the existing libraries and the library system. The library system of any country is considered its national wealth, and the main task of the library is to collect and preserve the documents available in it and to satisfy the spiritual needs of citizens of society. Nowadays, libraries not only serve readers, but also hold various events and holidays in the library.

CONCLUSIONS

Reading enriches a person spiritually and leads him to enlightenment. Because the formation of a person as a person depends on how deep and strong the roots of spiritual thinking are. This strength consists in reading a book, grasping the most important point of the book you read. A book is the most convenient means of influencing the younger generation, it affects a person's feelings, morals, behavior, worldview, especially in adolescence, that is, during its formation. Fiction, interesting books on various subjects, dictionaries, reference books serve as the basis for shaping children's spirituality. It must be admitted that the current level of reading among young people is not satisfactory. The only way out of this social problem is for parents to come to the rescue. Teachers at school and parents at home should instill in children the habit of reading books. In this case, it is useful to choose books from simple to complex, that is, normal in complexity, appropriate to the child's level of maturity.[6] According to the experience of Eastern thinkers, a book on the subject that the reader (teenager) is interested in should be presented. After he develops the habit of reading books, he should gradually be presented with specialized books. When choosing books, it is necessary to take into account the spiritual level of young people. The first task of parents in developing the habit of reading books in adolescents is to choose books. Widely promoting literature that suits their level will help adolescents become worthy citizens of society, mature, well-rounded people of our independent state, and will benefit their families and society with their high spirituality. He wants to meet climbers who have conquered high cliffs, brave people who have braved storms on the seas, and heroes who have fought dozens of enemies alone. He wants to solve riddles, to talk to people who solve riddles easily. Brave and courageous people who do not lose themselves in any difficult situation give no peace to the teenager's soul. The teenager wants to be brave

and courageous himself, to solve difficult riddles and see himself in this way. At the same time, teenagers look for adventure works, in the activities of the hero the child finds his dreams and desires, his identity. This is why children and teenagers are so fond of adventure works. Unfortunately, we can count the number of works in this genre on the fingers of our fingers. Relying on the spiritual level of the teenager when choosing a book leads to his intellectual growth.

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