



Initiatives for Stimulating of Reading in State University of Library Studies and Information Technologies

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Abstract

Many reports make a conclusion that young people don't read books or read not enough. Bulgaria is no exception.

From the survey conducted by Dr. L. Parijkova among 250 respondents – 58% believe that Bulgarian people love books and read, and 39% - on the contrary - think that it is rather a myth.

Throughout this context it is necessary to establish practices for stimulating reading and to initiate events to regain the love of the book in our country.

In 2011 the State University of Library Studies and Information Technologies started many initiatives, which have a purpose to develop a policy for reading and increase the prestige of the book. On the occasion of 23 April – The World Book and Copyright Day, we organized week with events. Some of them were: students read American poetry, rhetoric students read stories to kids, a Round Table, where Bulgarian writers and famous director discussed issues related to Book and Reading, contests for essays and posters on theme "The Book of my life", an Exhibition of antique, rare and valuable books etc. Very creative was our workshop, where students made their own hand-made books. The SULSIT has awarded of prizes for achievements in the field of protection of the book and raising it as a spiritual companion to modern the human. As a modern university we created a Bookcrossing-zone there.

The Bookcrossing is a global phenomenon, with members from over 190 countries. U.S. has the highest number recorded. The Bookcrossing community in Europe is also impressive. The Books are as mobile as modern man in a globalized world - a book started from Bulgaria can cross Europe and even to be found on another continent. In Bulgaria have registered 212 fans of Bookcrossing. The Bookcrossing operates on the following principle: each book is marked by gluing a special sticker that carries information about the initiative. The Bookcrossers register books online on website: www.bookcrossing.com, where they can see where the book was and to make a new record. The Bookcrossing zones mean the places where the cross roads of the books and left (free) books. There are such areas in big cities in Bulgaria - in Sofia, Varna, Burgas, Veliko Tarnovo.

Our new project is about Bookcrossing as a modern phenomenon, born of love of books. The research the website www.bookcrossing.com as a medium for communicating online of reading community would allow us to understand the reading habits, to observe the mobility of books, to know about a interest in a specific title or age's profile of readers. Promoting the initiative also may provide tools for stimulating reading, and thus to increase the literacy of the Bulgarians.

Other initiatives to promote reading in higher education are conducting a series of meetings between our students and Bulgarian authors. We've established a corner "Book-cafe", where we implement discussions of books, readings, courses on creative thinking, etc.