

Modern trends of reading organization as the latest characteristics of Ukrainian reading culture

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Abstract. The article defines the basic tendencies of the organization of reading by the Ukrainian media consumer, which are focused on flexibility in working with multimedia information, readiness for new forms of its presentation, rational search and selection of data. It is found that the determinants of pragmatic reading, dialogue of reading and reading interpretation of the book, technology of reading, surfing reading and visual organization of book material influence the formation of the newest characteristics of the reading culture of modern Ukrainians.

Keywords: *dialogue of reading, reading organization, reading pragmatism, surfing reading, reading technology, reading culture.*

Introduction. Today, the problem of reading is acquiring strategic importance: only an educated society can be able to compete and present its achievements to the world. Book reading is a condition for the intellectual development of the person and humanity. Now fiction in the traditional sense is losing its intellectual role in Ukrainian society. This trend indicates the «primitivization» of reading – the emergence of a generation for which reading is not a priority activity; a significant decrease in readership (especially among adolescents and youth); the appearance of a generation that does not read. Researchers point out the difficulties of cognitive processes in modern people and explain this by so-called «screen culture». The «reading crisis» is a negative trend that requires both reflection and practical steps. At the same time, the high status of the book as a high quality, cost-effective reading (literary classics, non-fiction) is preserved in the reader's culture. Transforming on various platforms (e-book, multimedia book), acquiring new design forms (art books, wimmelbooks), it remains a significant factor in public debate, a determinant of public opinion, and national consciousness. However, not all researchers consider today's reading situation to be a crisis. Although numerous studies have found a reduction in the space of book communication, the book still has a superior status in Ukrainian society.

The purpose of the study is to analyze the current trends in the organization of reading by the Ukrainian reader, formed in a dynamic and controversial reading culture.

Materials and methods. The purpose of the study led to a comprehensive approach to the choice of research methods. In the process of solving research problems are used such scientific methods as analysis and synthesis; structural-functional, axiological methods. Empirical methods have also been used. They are discourse analysis of over 100 messages from Internet users (sites: <http://blog.meta.ua>, <http://createyourlife.com.ua>, <http://akkerman24.com>, <http://chaspik.pp.ua>, <http://azbooka.com.ua>, <http://owomens.com>, <http://www.menshealth.com.ua>, <http://www.mikportal.org>, etc.), secondary analysis of sociological data.

Literature review. The main theoretical basis for the study were works on the subject: book science, publishing theory (S. Antonova, S. Vodolazka, N. Howard,

G. Jenkins, M. Zhenchenko, N. Zelinskaya, T. Krainikova, K. Migon, A. Milchin, M. Nizovyi, E. Ogar, V. Teremko, M. Timoshik, N. Chernysh, G. Shevtsova-Vodka); reading culture and media consumption (N. Abercrombie and B. Longhurst, M. Wolfe, G. Duke, J. Działoszynski, D. Morley, D. Smythe, W. Stevenson, Y. Habermas, S. Hall, V. Schramm; A. Vorontsova, O. Baryshpolets, Z. Kazanzhi, M. Likholetova, V. Rizun, Y. Finkler, O. Sharykov) and others.

The large number of scientific-theoretical works speaks about the multifaceted interest of scientists in the problems of the book, but the issues of representation, how readers perceive, interpret and use the book; the definition of the main trends in the organization of reading by the Ukrainian media consumer is still not well developed. This was the reason for the special study. Due to the fact that this issue remains out of the limelight of researchers on the theoretical foundations of publishing and social communications, this article has been devoted to it.

Results and discussion. Generalizing multilevel reading practices, one can agree with librarians: Although most domestic studies state a reduction in the space of book communication, it is now clear that «high status of the book remains» [4].

Nowadays, buying a book in Ukraine is not such a problem as it was decades ago, but the urgency of the question is growing: say what and why you read – and I will say who you are. Now, once a mass-reading society is conditionally divided into those who do not read, and those who read, and then the latter – into segments «by interests».

In recent decades, the readership of Ukrainians has changed dramatically. Empirical evidence and theoretical generalizations indicate its heterogeneity. Researchers (O. Baryshpolets, T. Krainikova, O. Fedorov, etc.) have identified three major layers of readers: competent, incompetent, and transitional. Therefore, this leads to the heterogeneity of the attitude and perception of the book, the ambiguity and multi-vectority of its conceptualization. However, this heuristically significant problem is currently left unaddressed by researchers.

Based on the discourse analysis of comments, reviews, readers' complaints, as well as secondary analysis of statistical and sociological data, we identified the main

tendencies in the organization of reading by Ukrainian consumers, which influence the formation of readership with new characteristics.

Next, we will consider these trends in details.

Reading pragmatism. Often the Ukrainian reader uses the book as a point of access to the information that the consumer needs for career growth, self-realization, self-improvement, achievement of life success. The book is a springboard in grasping information; the starting point in media consumption – all these important nuances we have noticed in the process of studying and analyzing discussions on the websites <http://akkerman24.com>, <http://chaspik.pp.ua>, <http://azbooka.com.ua>, <http://owomens.com>, <http://www.menshealth.com.ua>, <http://www.mikportal.org> and more. The main reason for the reader to refer to the book is the need to complete knowledge of a specific topic that arises in the course of study or professional activity. There are two main reasons for the presence of such a primacy in the information needs and interests of readers.

The first is the organization of the temporal space of the modern man. Currently, the proportion of working time is increasing and the proportion of free time is decreasing. The desire for a diverse life, the implementation of numerous diversified plans, requires so-called «Time management». The practical approach to the resource of time causes the lion's share of the acquisition of knowledge necessary for real results in self-realization of the individual. By this principle, this gets its proofreading.

The second reason for the priority of cognitive literature is the self-awareness of Ukrainians as unsecured people, which only increases their thirst for dedication to work and to seek redress in everything they do.

After all, according to the research of the Center for Social Monitoring and the Ukrainian Institute for Social Research. O. Yaremenko, of the Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine, 48.5% of respondents said that «it is difficult to live, but it is possible to endure», and 33.6% said: «It is no longer possible to endure our difficult condition» [1, p. 179].

Therefore, the average Ukrainian circumvents his or her own information needs and, above all, satisfies the most necessary of them – in educational or professional information. Because for him, focused on personal output (which is often synonymous with well-being), well-being equals awareness, competence, and therefore, completeness in a particular social layer. The French sociologist E. Durkheim predicted the end of man's application of a «market» approach to his own spiritual culture: «Once the knowledge of literature was considered as an essential element of human culture in general, now there are times when it may be only one of the specialties» [2, p. 98]. This is what we follow when consumers read, but only what is needed at work. Therefore, readers are not referring to the book as their best friend (which has been an indisputable fact for many years) but rather as their best partner (which has not yet been verbalized but is already in operation). True, it often moves to second place – after the Internet.

Dialogue of reading and book's interpretation. The main function of any culture is creativeness. Reading culture is not an exception, since media consumption as a

process is inherent in the creativeness.

The creative potential of the reader's culture is resulted from the fact that it operates on the basis of dialogue. Readers say that they communicate with each other: exchange thoughts and books, focus on the recommendations of friends, choosing a proofreading. One of the Internet users says that she reads classics and, «if not classics, then I focus on the reviews of others» (Little_bird (24.11.2016) [Electronic resource] // What books do you read? // URL: <http://forum2.natali.ua/viewtopic.php?f=5&t=71559>). However, such communication is becoming more and more frequent - in the Internet space: «Of course, people read, laugh in vain. It's Another Thing that Reader's Clubs Have Turned Into The Wirth» (Loretta (09/17/2016) [Electronic resource] // General Meetings in Kiev // URL:<http://zku.org.ua/forum/viewtopic.php?t=176&sid=013e5b2d793a95c4b51c38202d551c8e>).

The dialogicality of reading the book is further noted by T. Krainikova, according to the theory of encoding/decoding of S. Hall media messages, the perception of the message by the consumer is interpretative and primary in defining the content. The reader is approached by a message embedded in the book, with distinct «semantic structures» rooted in his own ideas and experiences. The meanings acquired by him are «re-read» within the framework of individual and collective worldview. According to S. Hall's research, the perceived content is different from the content laid down by the author, which means that it is a product of the recipient's creativity or rather of co-creation with the author. Thus, T. Krainikova notes, «the text is always doomed to ambiguous and multiple reading by the media consumer» [5, p. 124]. And in a client-centric business environment, the reader is not only one who is «always right» but also one who determines the fate of the texts. After all, who needs texts that nobody reads?

In 2014, the discourse published the book «Euro-maidan. Chronicle of Feelings» - a collection of essays by Taras Prokhasko, Ivan Tsyperdyuk, Yuri Andrukhovych, Serhiy Zhadan, Yuri Vinnychuk. The book is co-authored with writer Vasyl Karpiuk. The project, thanks to the «GUTENBERGZ» settling company, was also implemented on an electronic platform, so it acquired video and audio tools to convey information. The modern multimedia project has attracted the attention of readers, but has not received unequivocally positive feedback. For example, the reader thinks: «Collecting five writers' columns/notes. These texts cannot be interpreted as an epoch or an account of the events of the Revolution of Dignity. In fact, the content of these small texts can be understood only by remembering the events of the winter of 2013-2014. Without knowing the context, the notes become fuzzy and gray. The fate of Taras Prokhasko, Ivan Tsyperdyuk and Yuri Andrukhovych was especially fateful. The spirit of those days does not speak through them. If you do not resurrect in the memory of the event, then the texts become quite «universal», those that correspond to the period 1991-2013. Of these three only Yuri Andrukhovich writes interestingly, but his desire to write as beautifully as possible, and so the text begins be perceived as false» (Danilo Sudin (22.04.2015) [Electronic resource] // Euromaidan: Chronicle of Feelings // URL:

<http://www.goodreads.com/book/show/21901781>).

Thus, readers today claim the role of gatekeepers in the information field. Before that, she definitely belonged to the editors. According to the research of K. Levin, D. White (summarized in the gatekeeper model), editors have traditionally selected among the many events that they believe are worth discussing in the media. This means that the formation of a public «agenda», «picture of the world» of the audience depended on the beliefs and tastes of those who let (or did not) broadcast the message or print [7, p. 50]. Today, however, the dictate of the reader arises: choosing media products on its own preferences, it calibrates the information space.

Reading technology. High-speed and constantly updated information streams encourage the media consumer to improve their own organization of data management. It easily masks touch screens, new gadget features, multi touch technology, and more.

In front of a competent reader, there are usually three screens: a TV, a computer, and a mobile phone (smartphone) that allows you to stay in the information field permanently. And also online. However, it «seamlessly» transitions from platform to platform, because it does not reject printed products. He is impressed by the fact that the information comes in multimedia form – like a combination of text, video, audio, graphics and more. However, according to experts, the world is moving to a single multimedia screen. For example, L. Ganja says: «In the field of media consumption, we are rapidly moving to «one screen» and the Internet anywhere in the world. The media will no longer be able to clearly divide into TV, radio, the Internet, and the newspaper. It will be one synthetic media for the way content is presented» [6].

There is also debate among Internet users about whether people read what they read and what media they read from. In one of them, opinions were divided: someone thinks that nobody reads anything, someone, on the contrary, emphasizes what they read, but from gadgets, and someone emphasizes that the biggest problem is this dependence on gadgets: «Many read both on the road and on vacation, but most are sitting at home staring at the TV. And here... no matter who reads or what reads, more important is another: paper goes to the background, technocracy begins to prevail in human life, people become dependent on the techno sphere. This is something that should bother you first» (agoldfinches (12/27/2016) [Electronic resource] // Why have people stopped reading books? // URL: <http://blog.meta.ua/~agoldfinches/posts/i4089689/>).

However, multitasking for a competent reader is not difficult: he usually uses several communication tools, and thus falls into many communication environments. The reader has the technical means and technologies, so today he freely searches for the necessary data, collects and organizes his information, creates his own multimedia archives.

By the way, resorting to instant and free internet access to electronic libraries, scanned documents, pdf-versions of periodicals, etc., saves considerable time and money.

The competent reader acts rationally, taking into account a wide choice of information sources: searches for data, compares sources according to the criterion for their requests, and in case of lack of the necessary information

goes to alternative sources.

Initially, it aggregates information that reveals the essence of the problem: looking for the main thing – the unnecessary rejects. Next is searching for details by complementary principle: read the text – view the video – listen to audio commentary – flips through the photo report.

The scientist V. Teremko explains: «The modern man is devoting less time to trusting the book. It has not ceased to read, however, in the mosaic of the information space, young people are dominated by the so-called memes – snippets of text, quotes, video and infographics... Using gadgets has opened the possibility for the reader to integrate not only into the space of ideas and content of the text, but also into the world of physical phenomena presented in it. Active electronic (synthetic) typography creates a fundamentally new style, emotional, humanitarian context» [8, p. 293]. This is an obvious change in media behavior – reader surfing; what V. Teremko calls «learning to read».

Surfing reading and visual organization of book material. When it is impossible to cover all messages, the media consumer gets acquainted with them mostly by the method of «surfing», arbitrarily moving from one source of information to another (from the traditional book to the Internet materials, from the Internet materials to the tele-content, etc.), scanning diagonally and not processing any by the end of. One of the first to trace this newest way of reading is an American public scientist, information technology specialist N. Carr (Nicholas Carr) in the famous essay «Is Google making us stupid?» (2008) («Does Google make us more stupid?»): «Now my brain is set up to receive information in the same way that the Network disseminates it: in a rapidly moving stream of particles. I used to be a diver in the sea of words. Now I'm racing on the surface like a guy on a motor boat» [3]. Therefore, the slow «immersion» in the thicker knowledge is counteracted by the rapid «flight» over them.

Sphinx reading is a controversial phenomenon; it can be seen in two ways: as a newest reading method that produces the latest results, and as ersatz reading. On the one hand, surfing is, by its very nature, an ersatz of reading, as many Ukrainians read little or very little. Interesting in the moment of search information in the future becomes unnecessary, since the whole process of surfing the sites – a kind of game, entertainment. From this point of view, internet surfing is a denial of rationality – a crooked mirror of reading, because traditional reading is an inherently analytical process [10]. This kind of reading is like a computer-based adventure game: you can travel endlessly, the plot is unpredictable, and you are your own master, because everything depends on your desires and skills. On the other hand, it is a purely postmodern way of grasping the world: when to start from anywhere in hypertext. After all, the entry point does not matter: you know a priori that you will never read it, and you will not comprehend. Surfing reading a priori involves focusing on visual images and effects – a kind of eye-stoppers. Researchers today emphasize that text rendering is a prerequisite for text attention today. And it is obvious in reading books. The editorial board of «Chitomo» organized the rating of books in 2015 and concluded: «The greatest demand is the frantic demand for adult coloring

books, which has been met by a number of publishers. Thus, these editions became top-level for three publishers, with the sold copies of some of them (86 and 89 thousand copies) significantly ahead of the circulation, for example, of fiction editions (from 500 to 37.5 thousand copies)» [9]. Therefore, readers have preferred a book product focused on visual information that is relaxing.

Conclusions. Analysis of the motivational content of individual reading practices revealed the pragmatization of reading: the book attracts the modern reader with its practical utility. Among today's readers is a segment of individualists, focused on personal results. In the face of the vast choice of platforms and sources of information, attention to the book product will directly depend on the competence and usefulness of the text for the average reader.

Reading culture is based on communicativeness: existing dialogue ensures integration of society and social groups. It is involved in numerous communications, especially with the professional publishing culture and the culture of the book as a publishing product. That is why media audiences emerge as a product of fragmentation of

the general readership.

The modern reader can easily master high-speed information flows using several communication tools at the same time. Knowledge of technology allows the reader to find, store information, create their own multimedia archives, acting rationally when choosing information sources.

The surfing method allows you to move arbitrarily from one source of information to another without processing one to the end. Such reading can be seen as a new way of producing certain results, and as a substitute of reading, reflecting a postmodern way of reaching the world.

The functional significance of the analysis of current trends in the organization of reading by the Ukrainian reader represents how readers perceive, interpret and use the book. The result of the book reading is that the reader removes from the consumed information knowledge, values, worldview, on the basis of which he develops his own «picture of the world», acquires identities and integrates into various social groups.

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