

Principles of Quality Service and Innovative Approach to Readers in the Information-Library System

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ABSTRACT

This article provides recommendations on how to provide readers with modern and quality services in the library information system and the application and application of the principles of innovative approaches in this process. In the field of library information, the importance of developing a modern concept of reader services was discussed.

Keywords: library, innovation, reader, activity, innovation, approach, book, service.

The purpose of providing a library-information service stems from the purpose of the community. Accordingly, the main purpose of the library-information service is to arouse in users a sense of aspiration for perfection by reading and analyzing printed materials and information related to various fields of science. The fate of today's development of our society is decided by spiritually mature people. The fact that citizens have acquired knowledge in all areas, complex technologies, the desire to create new ideas and technologies, moral purity, independent free thinking is the basis of spiritual perfection. In the process of library-information service, librarians can make a worthy contribution to the education of a harmoniously developed generation by strengthening the following areas:

- 1) Achieve the availability of selected sources of spiritual and moral content in the library fund and be able to recommend them to users;
- 2) Regular and positive results of mass, group and individual forms of educational processes in the library;
- 3) Libraries communicate with users in a continuous and quality manner, provided with knowledgeable, dedicated professionals;
- 4) Organization of the active layer of local intellectuals and cooperation with librarians;
- 5) Other spiritual, educational institutions of libraries.

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 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 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. Volunteering, 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.

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This means that the majority of users meet their reading needs through books. According to Professor E. Yuldashev’s textbook “Guiding children's reading”, reading culture is a very broad concept, an interest and love for books, a broad acquaintance with literature, a special knowledge of the book and its work, 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.

In addition, the use of books and libraries teaches how to find books on topics of interest or need in the information and bibliographic apparatus 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. Summarizing the views on the culture of reading in the above literature, it can be described as follows:

- the concept of reading culture in the broadest sense is the ability to organize reading time correctly;
- orderly and continuous reading; be able to independently select and sort books and information; popular science or fiction, the ability to think correctly about different information, critically evaluate and draw the right conclusions;
- be able to find relevant literature, information through bibliographic indexes and other sources of information;
- be able to use the book with care from 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 reading a book or other printed product, but also as a process of assimilating information from various sources. In particular, in the book “Reading culture: personality, society, development” by Professor A. Umarov, “Reading is a phenomenon of knowing, studying, acquiring knowledge. At the heart of

this is activism, goal-orientation, reading, and the acquisition of information in the text according to the different needs of the social subject.”

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 they choose to read. First of all, it is important that parents read regularly and set an example for their children. There is a need to create a strict list of literature that should be read, taking into account their characteristics, specialization, to monitor the level of learning, to create an improved methodology of motivation.

The goal of promoting reading in educational institutions can be achieved only in terms of the language, history, religion, independence, freedom and 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, moral, aesthetic, low 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 those who have read a lot, have the ability to analyze, and can give a clear, well-founded opinion about each of the proposed works.

Otherwise, announcers who are known not to have read their intended book, TV and radio journalists' conversations about reading books will not have a positive impact on the formation of a reading culture. It should be noted that today the work carried out in the above areas is not in demand.

In particular, because all parents do not know the rules of choosing, recommending, correct, expressive reading of books that are appropriate for their age to their children, 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 do not promote the knowledge of information and bibliographic equipment available to 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 ideal, which has a negative impact on the growth of the general reading culture of the population. Therefore, the task of increasing the activity of members of society by cultivating a sense of involvement in the great changes in the field of socio-political and cultural life requires improving the service to users as a complex activity of the library information service.

The two interrelated areas – user reading guidance and information service – represent the core content of the library-information service. One of the main directions of our national idea is the 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 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 as an active selected subject. In various sociological studies, there are cases when the continuity of reading, print media, electronic data, the direction of the inclusion of people in the active reading section of the population, led by 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. User research is a sociological, psychological and pedagogical 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 that strongly influence reading and shaping user psychology.

In grouping users, attention is also paid to demographic, socio-professional, socio-psychological characteristics. Library and information services are provided through the satisfaction of users' interests and needs, 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. Since the formation of the culture of reading 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. possible.

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.

It is necessary to pay attention to the use of modern innovations to form a culture of reading, combining the wide use of new technologies with the positive forms and methods of traditional library work of library and information institutions.

Dear President Sh. M. Mirziyoev: Every state and every nation in the world is strong, first of all, with its intellectual potential and high spirituality. Such an invincible source of power, he said, was first and foremost a great discovery of human thought – in books and libraries.

Indeed, the stronger the spiritual potential of a state, the more spiritually invincible it will be. Today, Uzbekistan is in the process of re-integration into the library system, as well as the world community. Because the era is so globalized and evolving, each of us can fit hundreds of books in a small phone in our hands. It is no coincidence that the demand of the population, especially young

people, for the electronic library is high. Organizing automated and e-libraries is a very expensive and labor intensive process. The experience and calculations of developed countries show that when information-library institutions organize their electronic resources individually, they lose huge resources, often on the basis of errors such as duplication of records, due to low levels of staff.

It is natural that a lot of money is used to bring innovative methods to the industry. But the quality of the work done must first and foremost be highly productive. For this, there is a need to spend innovative methods and large costs in the training of specialists. From this point of view, libraries are burdened with new tasks. The effectiveness of the work is evident in the process of electronicization of resources in the library. In the process of integration in the modern library-information activity, first of all, the application of innovative techniques and methods in practice gives great results. The number of electronic resources is growing day by day. It is no exaggeration to say that the index of creating user-friendly opportunities in libraries has reached a qualitatively new level.

Interlibrary Loan (IL), which emerged as a natural condition of the system of electronic delivery of electronic resources and documents, is also typical for an entire Internet system, the delivery of books, articles, electronic materials, documents for users as a group or individually. Mail, fax, e-mail, order scanning, electronic delivery - delivery mechanism. The means of creating electronic resources or the transfer of printed publications to electronic resources is the creation of a local electronic resource on the main topics of the library print fund, in addition to publishing and expanding the publishing function of libraries, catalogs, bibliographic indexes, reviews, guidelines, articles.

During this work, there was a need to introduce innovative methods in the information-library system. Certain innovative methods are used in library activities to meet the needs of users. But, "What is the level of teaching the system to higher education students?" It is appropriate to ask the question. The student will start working in the library tomorrow to see if he can use these innovative techniques to the fullest. To what extent did the student acquire skills in modern techniques at the university during the internship and use technical means. All opportunities for this should be created in the information resource center of the university. In the implementation of innovative methods, it is necessary not only to use them, but also to introduce students to these innovative techniques, to go abroad to gain experience, if possible, to enter the activities of universities that provide information and library services. This issue is one of the most worrying aspects of information and library activities for teachers.

The second chapter of the Concept "Development of the information and library sector in the Republic of Uzbekistan in 2019-2024" does not pay enough attention to the integration of information and library institutions in the world library community, work with users and the population, including the implementation of innovative methods of reading culture. In the context of communication, the active development of many gadgets and Wi-Fi, the growing flow of e-books and "book readers" (book reader), systematic work with users is not carried out.

The people who run the system independently are the librarians. The popularity of special programs along with e-books requires industry representatives to learn and apply new innovative methods.

In the new Uzbekistan, information and library activities are undergoing a new creative approach, a period of innovative development. The Resolution of the President of the Republic of Uzbekistan No. PP-4354 of June 7, 2019 "On further improving the provision of information and library services to the population of the Republic of Uzbekistan": Today, we need to pay more attention to

the development of communication technologies and modern professional staff in information resource centers and be responsible in reaching the stage of high integration.

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