Verbal Methods Of Promoting Literature

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Abstract: This article discussed the use of oral methods in the promotion of literature in information library institutions and the relationship between the librarian and the reader in oral promotion.

Key words: word of mouth, methods, libraries, readers' conference, libraries.

The Uzbek literature of the Uzbek people has a very ancient history. It has its own development laws and development path. In order to feel these things, to properly promote them, first of all, it is necessary to carefully study its history. Literary history provides information about the development processes of the art of speech, classic figures. Due to this science, an idea is created about the rare manuscript works created by the great writers who lived and created in ancient times, the development and innovations in artistic thinking.

By the end of the 20th century, the mass media had developed on a large scale. After we gained independence, the mass media in our republic began to achieve great achievements, and at the same time, they were entrusted with huge tasks. The promotion of the newly published literature was brought to the attention of users through mass media. The methods of oral promotion of literature ensure the attitude of the audience of users and organizers, some readers help to know the psychological, socio-political characteristics of a certain group of readers. Information provided by television and press is not intended for a specific group. Events held in the library include users from a particular group, which increases the effectiveness and impact of the event. Readers in the audience will not consist of readers gathered by chance, but will be composed of readers gathered by their own characteristics.

In word-of-mouth promotion of literature, the librarian-user relationship is very important, which requires the librarian to make good use of the user's personal opinion. Word of mouth campaigns are used in events organized to improve the library's work.

For example, a user participating in a reader's conference develops the ability to critically evaluate and analyze the books he has read, as well as speech culture, speaking skills, and memorization skills. It is also worth mentioning that the reader develops the ability to impress, influence, and communicate with many people.

Activities held in the library are educational and informative. For the formation of creative skills in the book reader, first of all, during the event, we will provide information to the readers in the selected direction using the Internet and books, and we will help the users to gain knowledge based on this information.

We divide oral events into complex events. Examples of these are oral journals, readers' conferences, literary evenings, question-and-answer evenings, oral journals, and others. In all of these, we use both visual and verbal methods of promotion. One of the most effective methods used in information library centers is bibliographic reviews. Bibliographic reviews are an introduction to readers with a story about a new literature on a topic and a field of knowledge or a fund.

The main purpose of bibliographic reviews is to increase the knowledge and skills of users in all types of libraries, to recommend books to independent users, to increase their moral level, and to provide information about newly received literature. Bibliographic reviews can be used as a stand-alone event or as a complementary event to other events, prepared and conducted by a library staff member or a subject matter reader.

By the last years of the 20th century, bibliographic reviews can be found in mass media, that is, on radio, television, and in the pages of newspapers and magazines. Bibliographic review is widely used in readers' conferences, thematic evenings, oral journals.

Another most effective and ancient method of promoting literature is reading aloud. Aural readings have taken different forms in different eras. For example, it was held in the form of recitation of poetic works, ghazal singing and bahr-u bayt nights. As we know from history, Uzbek poetry is very common in Central Asia.

In Uzbek classical poetry, ghazal-khan nights were regularly held among poets. For this reason, our ancestors had a great interest in art, poetry, and literature, and as a result, children's education reached a mature level. This is the reason why there are many real literates, poets and poets among the Uzbek people. The number of readers in voice reading ranges from 5-6 to 10-15. For a larger audience, artistic works are selected and 25-30 minutes are allocated to read them. The purpose of reading aloud is twofold: to arouse the reader's interest in this work, to convince him to read the work, and to narrate the entire text in the librarian's words. According to the volume of the work selected for reading, the audio reading series is organized. For this, a work, a part of a work, a chapter or a section is selected. It is necessary to pay serious attention to the preparation of voice reading. A librarian or a professional reader who reads the work should be familiar with the content of the work, related issues, additional literature related to the work, and prepare in advance for the questions readers may ask. The understanding may not be appropriate, in this case, it is necessary to convince the readers of the correctness of his words and thoughts.[1]

Readers should highlight the best points. He should correct those who expressed wrong opinions and spoke vaguely. With the introduction of modern computers and information technologies, voice readings are being conducted in an automated manner.

In short, establishing cooperation between librarians and users in the process of providing services to users in the process of Library - information service is not only a means of meeting their communication needs, but also a means of mastering the books taken for reading. Activities carried out in the library, along with reading and other types of activities, are one of the forms that ensure the existence and development of the needs of users.

The quality of an oral public or group event depends primarily on the selection and formation of its topic.

Based on the urgency of the topic, it is not appropriate to organize a separate event dedicated to each of them. On the contrary, it is necessary to pay attention to the use of tools that serve to reveal the content of the event in more depth.[2]

It is desirable to hold these events together with organizations and institutions cooperating with the library, including: orphanages, schools, secondary special and vocational educational institutions, higher educational institutions, various associations and societies.

[1] Berdiyeva Z. Library science: a guide for vocational college, 2nd edition; Tashkent.-Ilm-ziyo.-2013.-Page 138.

[2] I.J. Yuldashev, O. Nosirov. Library-information service: theory and practice-study.v manual. T.-2020y, 303 pages

In addition, creative meetings with museum employees, theater actors, writers, artists, and amateur creators will increase the level of the event and attract more readers' attention.

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