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IBI (India) = 4.260
OAJI (USA) = 0.350

SOI: [1.1/TAS](#) DOI: [10.15863/TAS](#)

International Scientific Journal Theoretical & Applied Science

p-ISSN: 2308-4944 (print) e-ISSN: 2409-0085 (online)

Year: 2023 Issue: 02 Volume: 118

Published: 05.02.2023 <http://T-Science.org>

Issue

Article



Ravil Ramzaevich Ashrapov
Navoiy State Pedagogical Institute
Senior Lecturer of the Department
«General Pedagogy and Psychology»
Republic of Uzbekistan
aqvarius.66@mail.ru

PHILOSOPHICAL ANALYSIS OF THE PHENOMENON OF READING CULTURE

Abstract: In this article, the author conducts a socio-philosophical study of the phenomena of the surrounding reality that have an impact on the consciousness and behavior of the individual. In particular, the structure of the philosophical category "culture of reading", its purpose, functioning, ways of influencing the spiritual and moral life of a person are analyzed. The relationship of reading culture as a philosophical concept with the real environment, society and other social phenomena has been studied. The ways of emergence of reading culture in human phylogeny and ontogenesis are considered. The importance of the role of reading culture in the evolution of modern society is indicated.

Key words: culture of reading, social philosophy, reading, spiritual and moral values of the individual, development of society, social phenomena.

Language: English

Citation: Ashrapov, R. R. (2023). Philosophical analysis of the phenomenon of reading culture. *ISJ Theoretical & Applied Science*, 02 (118), 33-37.

Soi: <http://s-o-i.org/1.1/TAS-02-118-6> **Doi:**  <https://dx.doi.org/10.15863/TAS.2023.02.118.6>

Scopus ASCC: 1211.

Introduction

The phenomenon of reading culture is one of the main components in the upbringing of a harmonious person – a person who reflects, is spiritual and moral, thinks freely and independently, is in spiritual harmony with himself, with other people and the world around him. Conducting a socio-philosophical analysis of the phenomenon of reading culture, it is important to take into account the dialectical unity of socio-historical knowledge, presented in the form of book culture, as a link between epochs and generations, and the unique sinfulness of the personality itself with its spiritual and moral basis.

It should be noted that the analysis of the study from the position of social philosophy implies the need to identify the connection, influence and impact of culture, in this case, its subsystem – the culture of reading, as a social phenomenon – on the consciousness and behavior of the individual, the formation of a spiritual and moral image, identification and determination of further strategies

in introducing the younger generation to the process of cognition in modern conditions. Along with the book, the connecting link between generations, between the triad: man – society – nature, is the phenomenon of reading itself, which, in turn, has also been modified and developed in the course of the evolution of mankind.

Reading as a socio-cultural phenomenon is a system conditioned by social influence and personal, individual characteristics of the person himself. This system includes the reader as an open and developed unit of society, the level of culture of society, the development of state institutions (library, school, other educational institutions, family, local authorities), mass media (television, Internet, verbal texts). In short, it is an information culture that closely interacts with a person and influences on him. The fundamental determinant that ensures the stability of this complex is the regeneration of various individual reader interests and needs of the young reader

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(cognitive, spiritual, informational, entertainment, and so on).

The socio-historical features of its existence, including the sacred one, also promote the socio-philosophical study of the phenomenon of reading culture. Reading is a cultural process, on the one hand, and on the other hand, reading is a phenomenon that contributes to the development and enhancement of the culture of the people themselves and, accordingly, the society in which they live. Reading, being a part of the reader's culture, plays a huge role in the formation of personality, human culture, inner peace and spiritual and moral maturation. The culture of reading is a part of the general culture, which includes the worldview, intelligence, knowledge and feelings of the reader, providing a deep perception of the work. First of all, the development of a reading culture is based on an interest in reading. Reading, especially at a young age, plays a huge role in the formation of cultural values, spiritual and moral attitudes, finding oneself in this world.

In the philosophical context, the culture of reading is a characteristic and special way of forming and expanding universal cultural activity, manifested in the results of spiritual and material practice, in the structure of social norms, relations and organizations, spiritual values, in the complex of people's relations to the outside world, to others and to oneself.

The main part.

The analysis of research works shows that a large number of scientists consider the culture of reading as part of the culture of the individual or as part of the universal culture. Thus, S. Palamar presents the essence of the concept of "reading culture" as "a complex of knowledge, skills and feelings of the reader, which includes a conscious choice of reading topics, its consistency with the aim of full and deep perception and assimilation of what is read" [1, p. 412].

Since the 90s of the twentieth century, the results of many scientific studies show that today the reading priorities of high school students, college students and students have changed dramatically. The informational and entertaining functions of reading dominate over the educational, ethical and aesthetic functions. The quality of reading has also changed: thoughtful, spiritually developing reading has given way to fluent, superficial, practical and "lumpy". The increasing influence of the Internet is beginning to influence the consciousness, thinking and reading culture of modern youth more and more. [2, p.57], [3, p. 204].

The majority of respondents to social surveys emphasize the importance of using electronic resources in the process of reading, which greatly accelerates finding the necessary information than searching for a paper book in libraries and bookstores. In particular, scientists themselves began to widely

use computer devices for conducting scientific work and deriving scientific results, and also began to exchange information through the Internet, which turned out to be much cheaper, faster and easier. [4, p.137]

On the one hand, the culture of reading is considered one of the components of the general human culture, on the other hand, it is an integral part of information culture, which in turn is part of universal culture. In reference books and dictionaries, information culture as a whole is described as "a complex of knowledge, skills, abilities and reflexive attitudes in interaction with the information environment" [5, p. 352.]

A number of researchers studying modern reading consider the culture of reading and reading culture as two components of the general culture as a whole. However, the role of the culture of book reading (the culture of reading textual information) is attributed to the initial and basic factor in the formation of the entire culture, confirming the fact that the information culture that appeared in the evolutionary process later book and reader culture, "absorbs" the culture of reading in a wide layer. [6, p. 155;], [7, p. 208], [8, p. 63]

The culture of reading should be understood as "an integral part of the general culture of the individual, characterizing the degree of development and realization of the essential forces of a person, his abilities and talents for mastering the cultural potential of written texts based on traditional and innovative information technologies and determining the effectiveness of socio-cultural interaction of the individual in the modern information environment" [9, p.37].

In fact, it is the culture of reading that is the potential resource and means that creates "the relationship of the growing information flow and effective work with information sources" [9, p.23]. Due to the development of the reading culture of society and in particular the "unit" of society – the individual, the development of the information space itself and the entire culture as a whole is carried out.

In the twenty-first century, the needs of readers have changed significantly. Social and economic changes around the world have significantly changed the way of life of the population. The amount of free time of young people has decreased or is not being used rationally. Due to the increase in the intensity and duration of work, reading for parents and adults has become concomitant, not requiring much effort, and for young people it is purely business or, conversely, superficial, easy – detective stories, love and entertainment novels, digest news of various sites. But it should be noted that reading activity depends not only on socio-economic, civil and political factors, but also on the individual psychological qualities of the personality itself. Social influence plays a significant role in reading activity, but the internal attitudes that

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have emerged as a result of training and upbringing, implicit theories of reading that have formed in his mind and create a positive or negative image of reading, personal representations, needs, interests of a person largely regulate the specifics of reading behavior, the choice and taste of certain literature, active inclusion in social and spiritual life of society.

According to research on the prospects of reading, 53.3% of respondents are confident that in the future television and the Internet will displace reading; 35.9% of respondents believe that over time the prestige and authority of reading will decrease; 18.4% of respondents believe that reading will be the prerogative of low-income segments of the population; 13.2% of respondents believe that everyone will read less; and only 2.3% noted that those people who have retained an interest in reading will read, regardless of external reasons and public opinion. [10, p. 41]

According to G. Palnueva, reading is a special culture-forming mechanism, a way of developing special qualities. [11, p. 223]

Reading expands the reader's life experience, pushes the boundaries of his existence, alleviates to overcome his own limitations. However, reading is different from reading. Not every reading contributes to the realization of life goals, finding the way, only conscious and voluntary reading of highly artistic literature leads to the expansion and growth of inner freedom, the disclosure and realization of hidden creative abilities. According to N. Stefanovskaya, "reading is an individual free act that does not tolerate external regulation." [12, p. 118]

Also, the main theory that creates and organizes reading behavior is educational, as a way of obtaining information and knowledge; reading, as spiritual communication, contributing to moral enrichment and finding an answer to the question of finding the meaning of life and personal development. N. A. Narochinskaya contradicts this approach: "Unfortunately, young people now draw information and vision of the world from television programs, the Internet; people's horizons are narrowing more and more, sometimes becoming childish" [13, p.195].

Recent studies show that the value status of reading has transformed in the minds of young people, which, in the context of the escalation of screen culture, began to be perceived as a relic, archaism. Culture of reading, as an appearance and phenomenon, it became endangered, which could not alarm the entire intellectual community. Our task is to develop an algorithm for overcoming negative tendencies in the decline in the level of reading culture. Reading is an act of life, and literature is one of the spiritual tools of the movement to discover oneself in the actual test of life [14, p.178].

The twenty-first century is the century when information, intellectual and human capital becomes the main foundation and platform for the development

of society. The state, school, public organizations, family, parents are the main tools in the formation of culture, intelligence and morality of a developing personality. It is through books, using examples of high classical works, that teachers point out negative and positive tendencies that affect the formation of a personality. Today, young people – high school students, students, working and unemployed youth – should be ready for intensive work on themselves, be in constant creative search, be able to work and process large amounts of information, own several types of activities. [15, p. 28]

Readers' topics in the social sciences and humanities have existed since their origin: in medieval Europe - since the period of early Christians and disputes about sacred books, in Russia – since the Enlightenment of the eighteenth century, when the formation of book culture began. In Central Asia, the beginning of the appearance of the first writing, and hence reading, are the prophetic writings of Zarathustra (the inspirer of Ahura Mazda) in the Avesta in the seventh-eighth centuries BC and later, in the seventh century AD, the holy, handwritten book in Arabic - the Koran – becomes the main book for all Muslims to read.

In the development of reading culture in society, in our opinion, there is a misconception that with the advent of modern information and communication systems, in the form of radio, television, satellite communications, people's interest in the reading process has decreased. Certainly, the development of new types of media limited the field of the book sphere, but it was the mass media, which served to increase interest in the process of reading book products.

The correct perception of progressive actions, continuous self-education, the formation of a reader's culture as the basis of a spiritual and moral understanding of a young person in modern conditions of public life is an important topic of modernity.

As M. Khairullaev writes: "In the treatise "On the Virtues of Sciences and Arts", Al-Farabi emphasizes the infinity of the process of cognition of nature, understanding the course of cognition as an ascent from ignorance to knowledge, from cognition of the effect to perception of the cause.[16, p. 35]

The Prophet Muhammad also said: "The pursuit of knowledge is the duty of every Muslim and Muslim woman." [17]

Yu.Melentyeva writes that "there is a lack of deep philosophical understanding of the current situation in reading; philosophical understanding of new phenomena in the field of reading. <... >. The almost complete absence of a philosophical view of these phenomena and the philosophical basis for their understanding negatively affects scientific approaches to the study of reading in the framework of other sciences." [18, from 133]

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Conclusion.

In conclusion, it should be emphasized that the socio-philosophical analysis of the culture of reading suggests considering this philosophical category from the position of "understanding the states and processes of people's life in society" [19, p. 5].

Yes, indeed, the phenomenon of reading culture is a social phenomenon. It is a product of communication, interaction and relationships of people in society. Along with, social philosophy, being an integral part of Philosophy, like no other science, having a unique integrative view of the world of being of people as a whole, is able to maximally reveal the whole multifaceted essence of the phenomenon of reading culture and its influence on the formation of spirituality, consciousness and behavior of a young person. It (social philosophy) studies not only the connections and relations of society with other areas (spheres) of real reality, for example, man and nature, but also explores the peculiarities of the manifestation of the vital activity of people themselves in this society. As a consequence, here is the object of social philosophy (society as a way and result of people interacting with each other and with the world around them) and the essence of the phenomenon of reading culture (as a result of interaction and relationships of people and a means of cognition of the world) – coincide. Other social sciences record only individual properties and aspects of social life, while social philosophy strives for a holistic comprehension of objectively true reality. "Its task, writes V. Solovyov, is not one side of the existing, but the whole existing, the whole universe in the fullness of its content and meaning; it seeks not to determine the exact boundaries and external interactions between the parts and particles of the world, but to understand their inner connection and unity". [20, p. 422]

Social philosophy "strives to give an impeccable and coherent overall picture of the holistic world of people's social life, to identify the integrative properties of various social processes." [21, p.8]. The phenomenon of reading culture is an indicator showing the level of development of a given society (for example, the level of literacy of the population) and a catalyst that spurs and accelerates the development of social processes.

It is worth mentioning that "culture, like society, is integral, that humanitarian and technological, humanitarian and natural-scientific forms of culture are interconnected, that *damage in the humanitarian field will sooner or later affect damage in*

mathematics and physics." [22, p.140.] Information processes in society, the latest digital technologies, means of communication, the laws of the market economy, the commercialization of culture will inevitably lead to the deformation of spiritual and moral values in almost all layers of society, and as a result – the transformation of the general, centuries-old structure of culture itself.

Belittling the role of reading culture in any society – developed or just developing – will necessarily affect the dynamic and especially the content aspects of the development of society itself. Society is a living organism that develops dialectically according to its specific laws. The general frenzied technologization of society without "looking" into the future and taking into account the consequences can lead to irreversible and tragic events, such as, for example, the terrifying ecological state of our planet.

As R. Bradbury said, "Stuff people's heads with numbers, stuff them with harmless facts until they feel sick, nothing, but they will think that they are very educated. They will even have the impression that they are thinking, that they are moving forward, although in fact they are standing still. Moreover, people will be happy, because the "facts" with which they are stuffed are something unchangeable. However, do not give them such slippery stuff as philosophy or sociology. God forbid if they start to draw conclusions and generalizations." [23, p. 68]

Artificial intelligence, high technologies gradually, facilitating human work and sometimes completely replacing it, atrophy a person's ability to THINK, to reflect. And the day is not far off when Homo Sapiens will be replaced by a "tiktok" surrogate, "the crown of nature", "the culmination of centuries-old human evolution", "the result of natural selection", unable to remember the multiplication table without a calculator and unable to imagine his life without Google and other search engines.

Knowledge of the laws of nature, society, consciousness and personality behavior contribute to the understanding and implementation of the transition of knowledge from external, superficial to essential, deep, which in turn makes it possible to determine and regulate the mechanisms and connections of individual aspects of reality, identify tendencies and changes in the development of phenomena and processes of being. The culture of reading, as a philosophical category, as a substructure of culture and a social phenomenon that appeared as a result of society and develops this society, is not a goal, but a means to development and cognition.

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