

ЯЗЫК, КУЛЬТУРА, КОММУНИКАЦИЯ

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BOOKCROSSING AS A MODERN SUBCULTURE

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Around the world, there is a dedicated community of book-lovers who use technology to celebrate the printed book. Known as Bookcrossers, they aim to connect people through books by sending literature into the world for anyone to stumble upon and enjoy. To participate, you register a book online at www.bookcrossing.com where it gets a code that you write inside the book, along with a link to the website. Then you release the book anywhere you choose — whether on a park bench, in a tree, or in a coffee shop. When someone finds it, ideally, they log in to the website and register its current location. Once they read the book, they then leave it elsewhere for the next Bookcrosser to find. Bookcrossing was started in the USA, Missouri in 2001.

The worldwide movement of the travelling book began its development in Belarus in 2007. The Belarusian National Technical University was the first to support the idea in our country. Bookcrossing is gaining popularity, with "safe shelves" found in many libraries, as well as cafes and educational establishments. There are Bookcrossing Zones in Vitebsk, Baranovichi, Brest, Gomel, Smolevichy. In Pinsk "safe shelves" are located in the cafes "Moloko", "Zlaty Kolas", "Bona Sfortsa".

Visiting my favourite café "Zlaty Kolas", drinking tea and reading a book from a "safe shelf" I got an idea to create a "safe shelf" in my school and to conduct a research.

The relevance is determined by the fact that every year more and more people are interested in such a modern subculture as Bookcrossing. Bookcrossing does not only develop love for reading but it also develops our literacy skills.

The aim of the research is to involve all the participants of the educational process in the subculture and increase their reading motivation.

This aim involves the following tasks:

1. To consider the history of the emergence of Bookcrossing.
2. To identify the features of its development in the United Kingdom and in Belarus.
3. To involve the participants of the educational process in the subculture of Bookcrossing.
4. To create the "safe shelf" and the school official website rubric "Bookcrossing".

In the course of doing the research the following methods were used:

1. Questionnaire.
2. Interview.
3. Comparison.
4. Data analysis.

The object of this research is Bookcrossing as a modern subculture.

The subject of this research is the influence of Bookcrossing on the increase of reading motivation.

The first chapter describes the history of the emergence of Bookcrossing, its purpose and the stages of its development.

The second chapter reflects the development of Bookcrossing and its main features in the UK. The list of Britain's most crossed books are offered.

The third chapter reveals the emergence of a modern subculture "Bookcrossing" and its popularity in the Republic of Belarus. The Belarusian's most crossed books are provided there.

The fourth chapter analyzes the most popular bookcrossed books in the world.

The fifth chapter describes the stages of the involvement of all the participants of the educational process in the subculture of Bookcrossing. It offers a comparative analysis of the most popular genres in the world and in our establishment of education.

Our establishment of education joined such a social movement as Bookcrossing in April 2017 in order to involve the pupils, their parents and the teachers in it and to increase their reading motivation. For the practical part of our research we interviewed 522 pupils of 2–11 forms, 72 teachers and 59 parents.

Pupils were asked the following questions: "Do you like reading", "Do you know anything about Bookcrossing?" "Do you have any books at home that you could share with your friends?".

And we can see that 68% of the pupils like reading, 55% of the pupils know what Bookcrossing is, but want to know more about this public movement and have books for borrowing at home.

Then we asked the teachers of our school about their attitude to reading and if they know anything about Bookcrossing. We have the following results: 70% of the teachers like reading, 48% have heard some facts about Bookcrossing.

We also conducted the same experiment with the parents, and here are the results: 64% of the parents enjoy reading and 46% have heard something about such a social movement as Bookcrossing.

68% of the pupils, 83% of the teachers and 79% of the parents have books for borrowing at home.

Based on the results of this survey, we can conclude that the pupils, teachers and parents are interested in learning more about the trend of Bookcrossing. Most of them like reading, but they want to develop their literacy skills, they are ready to share the books.

A number of events dedicated to Bookcrossing were held: the action "Give a book the second life". During the action "Give a book the second life" the pupils, teachers and parents participated actively. 1027 books were collected. We want to note that 10% of the books brought during the action – were books in English, as 86% of the pupils of our school study English. Also there was an information hour for the teachers of the school "What is Bookcrossing?", cognitive moments for pupils "Become an active Bookcrosser!", the opening ceremony of the "safe shelf".

In 2018 we did one more research. We interviewed the pupils, their parents, the teachers and the results turned out completely different.

77% of the pupils like reading, the indicator among the teachers and the parents has increased – 86% and 72% respectively.

91% of the pupils, 100% of the teachers and 97% of the parents know about Bookcrossing.

The activities held at school not only gave a clear idea of what Bookcrossing is, but they also increased reading motivation of all the participants of the educational process.

The results of the question "Do you have any books at home that you could share with your friends?" are the following: 44% of the pupils, 36% of the teachers, 46% of the parents have books at home for a "safe shelf".

Here the indicators are lower than in 2017, because the children, teachers and parents took an active part in the event and brought their books to the "safe shelf" last year.

It is rather valuable that now 30% of the books on our "safe shelf" are books in English. Thus we not only increase reading motivation in Russian and Belarusian but also in English.

Analyzing the most widely read genres of Bookcrossing in the world we can define that 42% of the readers are interested in fantasy, 21% prefer detective books, 16% read action adventure books, 12% enjoy reading romance and 9% of the readers keen on other genres.

By comparison, we could find out that second-hand book lovers of our school prefer reading the same world popular genres. But the results of our analysis turned out different.

48% of the readers adore fantasy, 23% admire action adventure books, 15% like detectives, 9% of the readers are interested in romance and only 5% keen on other genres.

We can make the conclusion that the most widely read genres in our school are fantasy and action adventure books, that is determined by the young audience and their interests.

Details of the work undertaken are contained on the school official website rubric "Bookcrossing" and in "Nastaunitskaya Gazeta" No. 68, June 22, 2017.

Bookcrossing helps you to find the books, which are no longer reprinted. But there is one more important moment that all the books are free of charge. Bookcrossing is a very convenient form of work to promote the book and increase reading motivation. We can make the conclusion that the aim of our research is achieved.

References

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