

## **The contribution of stimulation programs to cognitive achievement and entertainment of the major libraries of public reading**

### **A field study on a sample of the patrons of the main library of public reading in the city of M'sila**

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#### **Abstract:**

*Public reading libraries occupy a prominent position through the various activities and services they provide to their patrons and in an effort to enhance the confidence of their audience and strengthen the relationship with them, not to mention meeting their various desires and needs, especially in the field of entertainment, and reading through the creation of a set of refresher programs that contribute to the provision of quality services that will increase the turnout of patrons and help them increase cognitive achievement and spend meaningful enjoyable times.*

*The researcher divided his study into two parts, theoretical which discusses the nature of public reading libraries and the most important tasks in addition to, the programmed stimulation programs. The second part consists of a field study to the public reading library in the city of M'sila where the researcher seeks to identify the most stimulation programs that serve its patrons on the one hand and increases the attraction of new individuals on the other hand.*

**Key words:** *Libraries, public reading, programs, activities, M'sila.*

#### **Résumé**

*Les bibliothèques publiques de lecture sont l'une des installations de connaissances importantes qui contribuent à la formation et à l'éducation de l'individu. De nombreux pays ont adopté une stratégie générale pour les promouvoir et en faire l'une des priorités du secteur de la culture, qui est l'un des principaux éléments qui préservent l'identité de la nation et son histoire. De ce point de vue, nous voulions*

*mener une étude à travers laquelle nous essayons d'identifier les activités et les programmes les plus importants menés par ces bibliothèques dans le but d'attirer le plus grand nombre possible de pionniers et de les aider à accroître la réalisation des connaissances et à passer des moments agréables significatifs. Accroître la confiance de son public et renforcer la relation avec lui, sans oublier de répondre à leurs différents désirs et besoins, notamment dans le domaine du divertissement, et de lire à travers la création d'un ensemble de programmes stimulants, qui contribuent à la fourniture de services de qualité qui augmentent la demande des pionniers*

*Le chercheur a divisé son étude en deux parties théoriques, dans lesquelles il a traité de la nature des bibliothèques publiques, des tâches les plus importantes qu'elles effectuent et des programmes de revitalisation programmés les plus importants. La deuxième partie était une étude de terrain de la bibliothèque publique de lecture dans la ville de M'sila, où le chercheur a cherché à identifier les programmes de revitalisation les plus importants réalisés par le service de ses utilisateurs d'une part et à augmenter le recrutement de nouvelles personnes d'autre part*

**Mots-clés :** *Bibliothèques, lecture publique, programmes, activités, M'sila*

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## **Introduction:**

Refresher programs are one of the most important works carried out by various types of libraries and libraries of public knowledge. They prepare a set of refresher programs that require those who carry out them to have sufficient knowledge and deep understanding of their concept and roles, and the media message that the program deals with. The more carefully the message is studied, the more successful the program will be and have a great impact on the public. From it, the program must have a specific and clear goal for the public library audience and take into account the accuracy in choosing the tools, methods and activities that are used in the program. Through this work, we will try to highlight the extent to which these programs contribute to the revitalization of public reading spaces because of their importance in the activity of this cultural institution.

To carry out this study, it was divided into two main parts: a theoretical aspect and an applied aspect.

### **1- Problem:**

The general orientation of service institutions depends on providing a quality service to their customers, whether it is an internal or external audience that makes them of a prestigious social status that contributes to the development and advancement of individuals in various fields.

The main libraries of public reading, like other non-profit public service institutions, work to attract and attract the individual through the selection of a set of special programs and activities that suit the nature of their objectives

It is a broad public cultural space that appeals to different classes and segments of society. Therefore, the process of selecting means of control for public relations in these public facilities is important because it plays a major role in the process of promoting this public institution. Achieving scientific and cognitive satisfaction and entertainment for its users

Through this study, we tried to answer the following question:

**To what extent do the refresher programs adopted by the main library of public reading contribute to achieving knowledge satisfaction and entertainment for its users?**

## **2-Importance of the study:**

- The pivotal role played by public relations programs and activities in revitalizing public libraries.
- The Place of Public Libraries in Society by Creating a Reader and More Conscious Society
- Contribute to the preparation of public reading programs
- Choosing practical programs that contribute to bringing the reader closer to these spaces

## **3- Objectives of study:**

- Seeking to know the role of public relations in activating public reading spaces.
- Seeking to know the reality of public relations programs in public libraries
- Try to discover which programs public libraries use to communicate with their audiences.

In order to answer the problem, we relied on the **descriptive analytical** approach, which is to describe the main library of public reading in the state and collect and analyze information, so that it is considered the appropriate approach in analyzing the questionnaire that was distributed to the study sample.

## **4-The research community and the study sample:**

In an attempt to find a representative sample that helps us in our study, a random sample of 87 individuals was selected, as we relied on a group of library patrons registered in an official and unofficial capacity in the public library and to identify the relationship between them and these spaces and the extent to which their programs contribute to their demand for the library under study.

The spatial boundaries of the field aspect of this study are represented in the main library of the public reading of the city of M'sila

## **4-Data collection Tools:**

### **Survey Number**

We distributed a research form to a group of library patrons to get accurate answers about the extent to which the refresher programs contributed to increasing their demand for it.

## **5- Adjusting the concepts and terms of the study:**

### **5.1 Refresher Programs:**

- **Definition of the refresher program:** It is a detailed plan that makes it measurable for implementation, and experts believe that it is necessary to take care of the preparation of programs well, even if the event is simple. Fouad Al-Bakri (2001), p. 65.

- **Procedural definition:** These are the various communication activities and materials carried out by the main library of the public reading of the city of M'sila.

**5-2 Activation :** It is a set of processes carried out by an individual or groups aimed at motivating and motivating to do something.

**5-3 Contribution :** It means participating in a job or task with a large share, which is also a way for a person to play his role in a specific situation.

### **5.4 Public Reading Libraries:**

The Arab Federation for Libraries and Information defines it as a library that serves all groups of the local or regional community that is financially supported in whole or in part through public financial resources. Adel Indicators (2013) , p. 52.

Educational attainment: is the set of knowledge and ideas obtained by individuals in various fields of science

### **5-5 Entertainment :**

It is an activity that we do in our free time. The “need for recreational activities” is an essential element of human psychology and biology. We do recreational activities for the purpose of fun and entertainment, as it is a way to “have fun”. Entertainment also includes the link between sanity and body health. (Ahmed Ayad)

### **6-Previous Studies:**

Among the most important researchers interested in this type of topic is **Dr. Kamal Battoush**, where in one of his studies, which is a doctoral thesis entitled: **Algerian Public Libraries: Socio-Informatics Approach to Cultural Cognitive Spaces.**

The researcher focused his attention on analyzing the reality of Algerian public libraries and the need of citizens for them, focusing on the role played by these libraries in providing the general Algerian society with information and their sources and mechanisms of communication benefit from modern technologies as a tool for cultural development, an investing all the factors and energies surrounding these libraries, and this interest focuses on two main dimensions related to each other:

**First:** Studying the educational dimension of public library services by focusing on the positive role that aspires to a better future for the individual and society. **And** the social dimension of the various parts of social systems and as an organizational, educational and cultural structure, more social awareness processes and economic change occur in society.

**Among the researcher's findings are the following:**

1- In terms of the variables of the study, which are the factors of level, gender, age, and the groups frequented by these institutions are young people between the ages of 18-25, most of

them in terms of level. Universities come in the first place reluctantly, while several social considerations accept the male category to Internet clubs more than females.

2- In terms of frequency , the over whelming majority visit public libraries without regularity, while the objectives and uses of public libraries are for normal services, such as reading onsite , photocopying documents and sometimes other free reading, which is one of the basics of this demand.

3- In terms of users' satisfaction with the services, it is an unaware goal, but there are still difficulties and obstacles in their way to achieving their desires, such as: in appropriate working hours and lack of equipment, if not scarcity, where the rapid development in means and equipment, in addition to the known difficulties when using research means and access to balances and simple knowledge of the origins of documentary research among wide categories of beneficiaries.

4- The Algerian public libraries understudy are acceptable in terms of location and distance from noise with the inability to expand some of them in the future, but in terms of equipment they are almost insufficient and not modern. Kamal, Battoush( 2004).

### **7- The concept of public libraries:**

The library, according to what the encyclopedic dictionary defines: " A collection of books and other materials preserved for reading, study and consultation. Al-Shami, Ahmed Muhammad(1986).

The public library is one of the institutions working in the service of the community, through its diverse and renewable assets, and its employees who are constantly working to ensure that the library's services and activities meet the aspirations of members of the local community. Many theorists have tried to develop a clear and specific concept of the public library, as it is known as a cultural institution that provides library and information services to all members of society in a specific area, and is supported by public or private financial allocations.

Thus, the library provides many services to the community, and it complements the role of some other institutions such as the school, because it serves a wider audience. It does not set conditions for its uses, because it is a social, cultural, and educational institution with the lofty goal of collecting, preserving, and organizing the cultural and civilizational heritage of man and making it accessible to members of society regardless of gender, age, color, creed, or educational or cultural level. Most of its services are available to this group free of charge, and therefore it is the library of the people or the library of all because it provides its services without discrimination at all.

#### **7.1 Tasks of the Public Library:**

As Peter Drucker says, defining tasks is the priority of every organization, as it answers a fundamental question, why does the organization exist?. In many cases, most countries lack legislative texts defining the functions of the public library. Abdulhadi , Mohamed Fathi, p.122

These reference texts differ, even slightly, from one country to another. UNESCO and IFLA address the international community in their texts.

According to the UNESCO statement of 1994.

A distinction can be made between 4 main functions of a public library:

### **7.2 Educational Tasks:**

The educational function of public libraries consists of four axes: instilling a love of reading in children, continuous self-education, and supporting the formal education of educational institutions. It also focuses on continuous education that does not end with the end of schooling and going to educational institutions. Rather, it is the need to accompany the various stages of human life and the urgent need to know the developments in various fields and acquire new skills to adapt to them. Thus, the importance of public libraries in society.

### **7.3 Educational Tasks:**

In the final statement of the Lyon Conference in France in 1966 on public libraries and continuous education, it was stated that public libraries have an important role in the field of continuous education and the intelligent use of hobbies, and their contribution to the development and happiness of the individual. Fouad Al-Bakri (2001), p45.

The conference considers that public libraries can play this role only if they have the appropriate equipment... The public library must be available in addition to books, audiovisual documents, and must allow other educational activities as a means of mass communication, just like the press, radio and television... etc.

### **7.4 Social Tasks:**

In order for the library to perform the social task assigned to it, it devotes to itself a set of activities and works at all times to develop them. It also works to develop new services whenever necessary.

The library is concerned with the social and cultural dimensions to combat the state of dissatisfaction and instability that some members of society suffer from. Public libraries have become public spaces for sharing for multiple audiences.

### **7.5 Recreational Tasks:**

This type of service needs professionally trained people with experience in specialized activities such as : reading the story, and working. Holding competitions for reading poetry and drawing, developing children's skills in handicrafts and learning to use computers. And the representation of plays and participation in puppet theater or shadow fiction, and should be coordinated between the public reading library system and specialists, and consult them with regard to the development and expansion of recreational activities. Mustafa ,RibhiAlyan(2002 ) ,p 65.

In addition to these services, there are services provided by public reading libraries such as (service for people with special needs, Internet service, audiovisual club, library and information technology services).

## **8 - Programs and activities used in public libraries:**

The main goal of public libraries is to provide information service to all members of the community and that working hours allow for the maximum possible use, as well as taking into account the leisure hours of members of the local community. In addition to the traditional services provided by the library such as lending services, references, periodicals, photography and reading guidance, they provide advanced additional services such as ongoing briefing services and information retrieval through databases and the Internet .



The main library of public reading in the city of Messila provides a set of activities that link it to society and its institutions and highlight the importance of its growing role in the modern era, the most important of these activities

**8.1 Cultural activities:** These include seminars, lectures, cultural competitions, discussing books, hosting authors, poets and writers, presenting film screenings, holding exhibitions, especially book fairs, and other activities, especially in national and international cultural events, for the purpose of contributing to their revival.

**8.2 Learning activities:** These include programs that support the library's educational objective, such as educational support programs in various curricular subjects at various levels, in addition to educational and educational film screenings.

**8-3 Media activities:** They are represented in various forms of media activity and communication with members of the community and its institutions in order to introduce the library services and activities and work to develop a media plan in this regard to be distributed to all. These activities include seminars, meetings, brochures and booklets, as well as the announcement of the cultural season in various places of mass gathering

### 9-Field study in the main library of public reading BoudraiBelkacem in M'sila

#### 9.1Introducingthe Library:

**Title :** Main Library of Public Reading Boudrai Belkacem in Messila

- **Headquarters address:** M'sila neighborhood and civil status
- **Phone & Fax:** 035-33-80-95/ 035-33-80-96
- **Date of establishment:** By virtue of Executive Decree 09-346 dated 03 Dhu al-Qa 'dah 1430AH
- **Existing spaces used by those involved:**

Space Type: Junior Reading Room, Senior Reading Room, Internet Room	Number	assimilative capacity
Internet Hall	17	17
Children's Hall	50	50
Public Reading Room	90	90
Intermediate and Secondary Reading Room	70	70
Researchers' Hall	20	20

- **Information about the documentary credit (main library):**

Number of titles as of December 2017	Number of copies as of December 2017
9135	19694

**Number of titles and copies by domains**

Number of titles and copies according to fields

General knowledge	Philosophy	Religion	Social Science	Zither	Science and Technology	Languages, Literatures, Linguistics	History and Geography	Arts	Sports, Hobbies, Music	Children and youth in all fields
911	289	1125	1000	320	329	2405	2073	544	10	1310
1822	578	2250	1000	640	645	4824	4146	1088	20	2620

• **Information about those involved:**

Number of enrolled in 2012	Number of enrolled in 2013	Number of enrolled in 2014	Number of enrolled in 2015	Number of enrolled in 2016	Number of enrolled in 2017	Total number of enrolled as of December 2017
660	944	1286	996	1211	1556	6653

**9-2 The general results of the study**

Through the field study we carried out at the level of the main library of public reading in the city of M'sila in order to identify the contribution of activation programs in public reading spaces in the process of educational and recreational achievement of its visitors and through the form that was distributed to various age groups of young people and adults, the following results were reached:

It was found that the most popular age group for the library is young people, where their age ranges between 20-30 years by 96%. In terms of gender and level, the majority of them are females by 56% and academics by 80%.

- It becomes clear to us that the revitalization programs occupy a basic machine in the public reading spaces through the various activities and services they provide to their patrons, as 80% of the respondents confirmed that the allocation of a special section for



revitalization in public libraries, which is represented in the Public Relations Department, would create a great response among their patrons and provide special programs for each category .Contributes to increasing educational and recreational achievement.

- It becomes clear to us that the stimulation programs play a major role from the point of view of the respondents in dealing with the needs of public libraries and library management, as they are concerned with the concerns of their patrons by asking them about various problems, often related to the library. We note that they see a great response from the library management and its great endeavor in solving their concerns, and this is what increases their demand for the library every week, as well as we allocate slides to them to know the sections and components of the library, which was largely a space for scientific research. This was expressed by 90% of the sample

The respondents agreed that creating an entertaining atmosphere would create a purposeful atmosphere that conveys educational messages that contribute to the sound upbringing of pioneers, especially children.

- As for the difficulties faced by the programs and activities, we note that officials are not aware of the importance of the stimulation programs due to the poor management and lack of responsibility on the part of the library administration. One of the elements that limit the activities of these programs is the lack of an electronic space for the library, which greatly helps it in providing its activities. The main library of the public reading of the city of Messila organizes many artistic, cultural and creative activities throughout each year, which emphasize the importance of reading and reading in the life of the individual and society. These activities coincide with national, religious and international events that raise the cultural level of the members of this community.

**The following table shows some of the activities held in the library:**

. Number	the activity. Activité
01	The activities of the Cultural Week included an intellectual seminar entitled " Amazigh cultural heritage, material and immaterial" in coordination with the Association "Visions of Culture and Science for the Wilaya of M'sila Bouaridj", which included a discussion among the attendees.
02	The awareness caravan on “the danger of drugs and their elimination among young people” by the General Directorate of National Security in M'sila

03	Knowledge and Science Week
04	Lecture entitled "The Role of the Library and the Book in Developing the Reading Balance of the Individual "presented by Mr.Adel Mubarki

Despite the limited quality of the programs, they are considered an attempt by the administrators of this library to:

- Introducing the most important scientific and recreational activities carried out by the library under study and its commitment to a permanent program that ensures its continuity
- Creating an interactive scientific atmosphere among library patrons
- Contribute to the commemoration of various events
- Strengthening the entrepreneurial spirit and creativity of active employees
- Contribute to revealing the different talents of library patrons, especially children

These attempts remain insufficient and those in charge should increase the targeted stimulation programs that would provide quality services to the pioneers

**10. Conclusion**

We conclude from the above that the transformation of communication activities into practical programs that are applicable from the tasks that various institutions have become seeking to carry out because of their role in drawing a clear-cut strategy for any institution. This option is adopted by the main library of public reading in the city of M'sila for the purpose of increasing its visitors from different social groups and providing better Cognitive and recreational services and the pursuit of their desires. The activities and programs provided by the library management play a distinctive role to achieve the objectives of the institution through its stimulating role. Through its general relationship with various groups, the library seeks to build a good reputation for them, which leads to improving the effectiveness of these programs being the constructive process within the library that reflected its image in the external environment.

Accordingly, there is a permanent participation of public libraries and participating actors to serve the pioneers and create an appropriate atmosphere for larger activities that would be positive for the library. and its pioneers.

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