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Новостная информация на сайтах библиотек: возможности для расширения коммуникативного пространства для учащихся

В статье обозначены отличительные особенности новостной информации. Коммуникативным ограничением традиционной модели заметок является «грубая» новость. Новая модель заметок для сайтов, «живых» новостей, расширяет коммуникативные возможности за счет включения в содержание необычных деталей повествования, художественных и экспрессивных лексических элементов.

Ключевые слова: новостная информация; заметки; новости; библиотечные сайты; «грубая» новостная модель; «живая» новостная модель; коммуникативное пространство.

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News Information on Library Sites: Opportunities for Expanding the Communicative Space for Pupils

The article indicates the distinctive features of news information. The communicative limitation of the traditional model of the note is «rough» news. A new model of notes for sites, «lively» news, expands its communication capabilities by including in the content of unusual details of the narrative, artistic, and expressive lexical items.

Keywords: news information; note; library sites; «rough» news model; «lively» news model; communicative space.

In modern library practice, librarians create various kinds of news texts. This is, above all, presentations of notes for users posted on library sites. However, library practitioners (department heads, methodologists, bibliographers, etc.) do not have a special philological education. Their author skills are formed by experience. In this regard, news texts, compiled by experts, do not fully realize their intended purpose. Often, authors make mistakes related to incorrect or incomplete understanding of genre, stylistic, compositional and other models of news texts. Therefore, it is important for authors/non-philologists to specify formal presentation techniques that will help them avoid typical mistakes and improve the quality of the news texts created.

News information as an object of professional study in journalism is reflected in the works of contemporary authors E. V. Akhmadulina [1], A. V. Kolesnichenko [2; 3], V. V. Smeyukha [4], A. A. Tertychny [5], etc. They indicate and reveal the following aspects of the distinctive features of news genres: the social significance of the topic, the relevance of the topic, the news value of information, the presence of several types of news, the compositional features of the news presentation. News information in the library environment was studied on 40 sites of the Central Library System of Kemerovo, Novosibirsk, Tomsk, Omsk regions,

Krasnoyarsk and Altai territories. The Department of Technology of Documentary Communications (Kemerovo State Institute of Culture) organized the study. In a course of researching the news texts created in the practice of library activities, the attention was focused on the texts of notes as the most frequently encountered news genre, which is posted on library websites and in professional journal publications.

A *brief note* is a form of enlightening the audience about the fact, event, phenomenon, summary, and description of the event – a short, prompt report presenting the news in a brief form. A brief note characterizes conciseness, efficiency.

Most of the texts of the studied brief notes are devoted to the activities of individual thematic areas – 67,7 % (ecology, the work of writers, artists, etc.). A smaller part – calendar festive events – 32,3 % (public holidays, national and spiritual holidays). The statistics suggests that the thematic areas of the brief notes are aimed at fulfilling the social functions of libraries (informational, pedagogical, and educational), reflect current events, therefore, correspond to the genre of a brief note. The overwhelming majority (82,4 %) of the participants in the activities reflected in the notes are children (pupils in grades 1-7 – 67,5 %, students in grades 8-11 – 14,9 %).

These data show that the authors of the brief notes should rely mainly on reading their texts by young readers. Consequently, the texts should be informative, entertaining, and emotional. The analysis of the texts of the notes allowed us to establish that they are created, as a rule, according to the typical «hard news» scheme. This model includes brief information on the «what, where, when it happened». In addition, it reports some details about the display object. The language of the text of the notes is not emotional, artistic and expressive means are absent. It is important to emphasize that in such a presentation the potential reader is considered as a passive receiver of information. The communicative tasks with feedback are unequivocal. Library sites are a communication tool. They involve building the communication with readers in various forms, including the feedback. Creating the texts on websites, including the news in the brief notes genre, the authors should be guided by the target readership, take into account age-related features, educational level, and the interests of readers.

«Rough news» is an informative model, but it does not correspond to the psychology of the perception of children-readers. Therefore, it becomes clear that the news information of the notes should contain elements of emotional revival. This is a fresh news model of the genre «note» – «lively news». «Lively News» may include unusual content that makes the events vivid, allows readers to present themselves as participants in the event performing similar interesting tasks. The inclusion of emotional «revitalization» in the news information notes observed in some journalistic professional periodicals. In the course of the study, several techniques were found to «revitalize» news information, which are used in the practice of professional publications. First of all, it is a bright headline, which uses a variety of artistic and expressive means. In addition, a common technique of «liveliness» is the inclusion of unconventional, unusual events in the narrative. It can be master classes, literary performances, theatrical performances, video cruises, photo exhibitions, photo salons, etc. Another common way to «liven up» the news is to include an unusual situation in the narrative. Such a situation, for example, arose within the walls of the library when children read the dog. The «lively» inclusion in the narrative is the unusual actions of the participants. For example, in the workshop «Do-It-Yourself», children with great pleasure engaged in the creation of the «Sun-Book of the little one». An unusual hero is able to «revive» the text. An example of «revitalization» can serve as a fictional character of BTSOshka, to which children write fascinating and entertaining letters with informative questions. The inclusion in the narrative of an unusual object is also used by the authors as a method of «revitalizing». An exhibition of antiques can be such an object. The impressions of the participants «animate» the text of the

brief note. Sometimes authors sate the story with emotional vocabulary, such as: charm, luxurious design, magnificence of jewels, delight from the exhibition, radiant cold of diamonds. By the methods of «revitalizing» the brief notes should contain the inclusion in the narrative of the enumeration of the previously known in combination with the new. For example, famous places associated with the name of I. S. Turgenev and a new play about him. The most common technique is the inclusion of something unusual (events in the library, situation in the library, actions of the participants, the hero of the event, object in the library). Unusual is not as always, different from what is always, unusual strange, surprising unusual. The use of various methods of «revitalizing» with the help of the significantly unusual affects the perception of the brief note, complementing and deepening the narration, drawing the attention to the content of the text. Given that the brief note is a small genre; the inclusions are brief, compressed. They characterize bright details. «Animations», which are short inclusions in the form of definitions, metaphors, epithets and other expressive means that fit into the verbal fabric of the narrative, also evoke vivid impressions and ideas. In this case, the narrative text is not violated, transmitting the events themselves, actions. Based on the foregoing, it can be argued that the attraction of children's interest in reading news information on library sites is associated with text built on the «lively news» model. Therefore, it is necessary to build work with news information in the genre of notes on the site so that it helps to interact with children, is quickly readable, attractive, colorful, and reflects events that are close in spirit and lifestyle to schoolchildren.

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Милюнец Антонина Чеславовна

Факторы, влияющие на формирование библиотечного фонда

В статье представлен краткий обзор научных подходов к определению понятия «библиотечный фонд». Выявлены факторы, влияющие на формирование библиотечного фонда.

Ключевые слова: библиотечные фонды; факторы; комплектование; формирование библиотечного фонда; Республика Беларусь.

Antonina Ch. Miliunets

Factors Affecting the Formation of a Library Fund

The article presents the analysis of the main approaches to definition of a library fund. The article presents the factors influencing the formation of the library fund.

Keywords: library founds; factors; acquisition; formation of a library fund; Republic of Belarus.