The Influence of Globalization in the Reading Culture in Kosovo

Today the book is considered as a summary of the article which is concretized and summarized in one material and which according to UNESCO contains at least 49 pages. The culture of reading is about engaging in reading and routine reading of books, not only for purposes of school but also beyond such needs. Having a culture of reading clearly impacts the individual but also the society’s ability to raise to the highest pedestals of educational, scientific and cultural development and also significantly affects the range of information and expanded (general) knowledge. For this purpose and in order to raise social awareness of the importance of reading culture, UNESCO on April 23 celebrates the World Book Day and the Copyright Day. Modern developments, but also the process of globalization, have made information technology more important, which sociologists regard as the product of globalization. Information technology has significantly influenced the decrease of physical reading to a degree and on the other hand has increased electronic reading even though it has not reached the same level that physical reading used to have. This trend has also affected the state of Kosovo, where data speaks of a massive use of information technology with a total of 1.1 million internet users that makes Kosovo not only a leader in the Balkans, but it compares it with developed European countries. The process of globalization has, in addition to other countries, decreased reading even in Kosovo, though not to a great extent. Data shows that in 2018 there are about 110 public libraries registered in Kosovo with a total of 42,038 new titles, 1775,435 books and 156,535 readers. Therefore the aim of this study focuses on researching and analyzing the reading culture in Kosovo, the impact of the globalization process, the forms of reading, the most read and best-selling books in Kosovo the motives that drive people to read, the time they dedicate to reading as well as many other issues related to reading culture in Kosovo.

Keywords: Book, Culture, Reading, Globalization, Reading Profile.

Introduction

The culture of reading is about active reading or systematic reading and it is also closely linked to the development of personality, the IDI of the individual. It is also assumed that reading culture significantly affects the shaping of the individual and the society in terms of education, as well as in avoiding prejudices and stereotypes against other groups. The culture of reading has great influence and benefits for society, it is considered to be an important element for creating bridges between different communities, giving color to building society, social integration and strengthening social cohesion. In Kosovo, it is assumed that there is a decline in the literacy culture as it is noted that there is such a decline in most parts of the world, which is certainly a result of the globalization process, in particular the increase of social media influence. However, this decline in reading culture has been influenced by several other factors, such as: high book prices in relation to living standard, lack of time, lack of reading culture, which is also closely linked a person’s
wealth of books, then lack of reading space as well as other factors. Therefore, considering the role and importance of the reading culture, its promotion, the benefits it brings, but also the impact it has on the overall development of a society, nation and state, this papers’ objective is to closely analyze and study the reading culture in Kosovo, the motives that push the various layers of society to read, the time they spend reading, the books that are read and the profile of the Albanian reader.

**Literature review**

When we talking about books in a logical sense, it means a set of writing on paper or material that is linked and concretized as a summary in one place. The book, according to UNESCO, actually has to do with “Bound non-periodical publication having 49 or more pages” (Armstrong, 2008). Whereas, culture as a notion, but also as a concept, is not new, although according to E.B. Taylor “Is a complex whole that includes knowledge, art, morality, customs and customs, and all the skills that a person gains as part of society” (Pajaziti, 2010). Culture is one of the factors that significantly affects the individual to create good manners, doctrines, customs, and communication with others. It is also a key part of the self of the individual and society. Whereas, according to Giddens, culture “consists of values which are adhered to by members of a group, the norms they respect and the material goods they create. Values are ideally abstract, while norms are defined principles or rules that people must respect” (Giddens, 2004). In other words we can say that culture has to do with lifestyle and respect that lifestyles norms and values. Along with culture today, there are a variety of cultures, such as material culture, spiritual culture, low culture, high culture, etc. However, of special importance is the reading culture which is related to the practice of reading which significantly affects the shaping of the individual's personality and the establishment of a society on its highest pedestals. The reading of the books is a culture in itself which requires time and attention, in order to understand the essence of the reading. The culture of reading has to do with reading education from childhood and it is passed on from generation to generation, starting from family insistence to install such a culture, then continuing with other socialization agencies such as schools, mass media, religion, and so on. So we can say that reading itself is considered as one of the personal ways for civic, cultural, economic and social development. Reading is a tool for acquiring knowledge, enriching language, communicating and sharing information and ideas. So the reading culture can be described as “positive attitude to reading among children, students and adults alike. Reading habit is the key to students’ academic success. Reading culture, therefore imbibes reading as an instrument for growth and development. Reading is simply consistent, dedicated reading lifestyle. It is the underlying basis for lifelong learning, long after graduating from school” (Ilogho, 2015). Through reading we “create a culture that significantly influences a cognitive map of life, passion, sex, society,
adventure, death, social circumstances, and many things that we will or will
face in the future” (Kamberi, 2019). All of these point to a literature review,
including primary, secondary literature, and other sources that elaborate on this
paper.

Methodology

The methodology used in this paper included several methods: content
analysis methodology, through which we analyzed the culture of reading and
promoting book fairs, the method of literature study, a method which served to
analyze the literature before elaborating thesis. Another method used was the
statistical method which served for the analysis of reading statistics for the
global level and also Kosovo level. Other methods have been historical and
comparative methods. The first has been used to analyze and address the
context of the problem, and secondly to make conclusions about comparisons
between Kosovo and other countries regarding the reading culture. Another
method was the quantitative research method, conducted through social media
(google form), with 550 respondents, a simple case sample, age 15 years
onwards, gender 59% female and 41% male, regions: Pristina, Prizren, Peja,
Gjilan, Gjakova, Ferizaj and South Mitrovica. The survey was conducted
during September 2018. The error margin in the sample was + - 3%. The
questionnaire has been semi-structured and apart from biographical data has
contained over 22 questions, mostly of the closed type and filter questions. The
main research questions of this paper are: The comparative of the reading
culture between Kosovo and other countries? What is the impact of the
globalization process on reading culture in Kosovo? And the last research
questions is which is the most read and best-selling books in Kosovo and the
motives that drive people to read? Hypothesis no. 1. It is assumed that in
Kosovo there is a decrease in reading culture and it can be assumed that
Kosovo reads on an average scale? Hypothesis number 2. There is an active
and passive reading profile in Kosovo regarding the reading culture.
Hypothesis number 3 the impact of social media that comes with globalization
have contributed to the decline of reading in Kosovo and at the same time
somewhat strengthened virtual reading. We have further elaborated the
hypotheses within the text of this paper.

Result and Key Findings

The results of the survey conducted with respondents in 7 regions of
Kosovo, with target groups from age 16 onwards and with both genders, have
reflected some interesting results. Regarding the question of how much do you
think that people read in Kosovo, about 70% of respondents stated that they
think that the reading standard to be average or slightly less than average and
about 27% state that they believe it’s average. About 51% of respondents are of
the opinion that publishing houses offer plenty of books, both with local authors as well as translated ones. 49% of respondents are of the opinion that there are few places to read in their places of living, 27% think that there is no place at all to read and 22% state that there is an average amount of reading places. As for the lack of reading, about 35% of respondents are of the opinion that there is a lack of reading and 29% of other respondents point to the influence of social media. Out of 555 respondents, 80% of them like books and reading and 15% said they like it on average or not at all. About 88% of respondents said they read books. 28% of respondents who read books every day, 16% read 1/2 a week, 15% once a month, and 14% 2/3 times a week. The preferred language for reading books is the Albanian language with a total of 76%, 21% of other respondents, stated that they prefer English, 2% in German and 1% in French. Most respondents around 34% said they read over 1 hour, 27% stated other and 25% over 30 minutes. Regarding the motivation of respondents for reading, 26% said they had fun and 19% needed information. About 21% of respondents said the books help you learn new things. The most widely read genres are novels, general and psychology. About 53% of respondents said they read mostly at home and 20% in the library, as well as about 33% of respondents said they read translated books and about 49% of respondents prefer to read the original books. According to the survey, the vast majority of respondents said they do spend money on buying books within the year. The books are mostly bought at fairs and bookshops. The most read books are: The broken April of author Ismail Kadare, Khaled Hossein –Kite Runner, Paulo Coelho - Alchemist, Christina Lamb - I am Malala, George Orwell - Animal Farm, etc.

Theoretical Approaches on Culture and Reading

The culture of reading books has an impact on the individual in the development of cognitive skills, in the formation of attitudes and behavioral skills, as well as in psychomotor development In this case, many theories speak about the impact of reading culture on both the individual and society. Functionalist Theory - is one of those theories that focuses on: “a) Culture is essentially an instrumental apparatus by which man is put in a position the better to cope with the concrete specific problems that face him in his environment in the course of the satisfaction of his needs, b) It is a system of objects, activities, and attitudes in which every part exists as a means to an end, c) It is an integral in which the various elements are interdependent., d) Such activities, attitudes and objects are organized around important and vital tasks into institutions such as the family, the clan, the local community, the tribe, and the organized teams of economic cooperation, political, legal, and educational activity and e) from the dynamic point of view, that is, as regards the type of activity, culture can be analyzed into a number of aspects such as education, social control, economics, systems of knowledge, belief and morality and also modes of creative and artistic expression” (Malinowski, 1960). This has to do

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with cultural norming, because it is society that through culture raises
awareness of reading the book, transforming it into a norm, education, value,
culture and giving society another dimension in relation to other cultures.
Another theory that focuses on this segment is social learning by psychologist
Bandura which “has come out on the ideas that people learn by watching what
others do, and that human thought processes are central to understanding
personality. By the mid-1980s, Bandura's research had taken a more holistic
bent, and his analyses tended towards giving a more comprehensive overview
of human cognition in the context of social learning. The theory he expanded
from social learning theory soon became known as social cognitive theory.
This theory provides a framework for understanding, predicting and changing
human behavior” (Tadayon Nabavi, 2012). This theory is of great importance
because of its focus on perhaps three main elements: a) people can learn
through observation, then b) internal reinforcement as a form of internal
reward, such as: pride, satisfaction and a sense of achievement and c) the
theory states that just because something has been learned does not mean that it
will result in a change in behavior.

Discussion on Globalization and Reading Culture of Books

Today we are witnessing the process of globalization occurring, there have
been interactions from one polarization to another and there are a number of
cultures that sometimes have friendly interactions and sometimes outright
conflicts. Whatever the case may be, books are one element that has brought
together different cultures and through reading has caused many stereotypes
and prejudices to decrease in relation to races, cultures, ethnicities, religions or
other genders. In this context, the reading culture has contributed to different
inter-cultural collaborations in many fields. This “experience of the intricate
learning (and reading) has contributed to the promotion of exchange of creative
knowledge, history writing, a literacy culture as well as preservation of cultural
heritage” (UNESCO, 2017). For this purpose, every year on April 23,
UNESCO celebrates the World Book Day and the Day of Copyright. This
symbolic date was chosen on the basis of a number of important global events.
In 1616, Cervantes, Shakespeare and Inca Garcilaso de la Vega died.
Moreover, the date matched with the birth or death of other authors, such as
Maurice Druon, Haldor K. Laxness, Vladimir Nabokov, Josep Pla and Manuel
Mejia Vallejo, etc (…)” (Nations, 2019). Although the marking of this date is a
symbolic promotion of the reading culture, the goal is to raise awareness of the
need for reading seeing that it has a great influence on the development of
society itself. On the other hand, studies show that there are some countries
that spend more time reading than other countries and that reading benefits are
very important for both the individual and the society. In a survey conducted
by the Global GfK survey in 17 countries around the world, we have the
following data:
Table 1. Frequency of 17 different countries on reading of books

<table>
<thead>
<tr>
<th>States</th>
<th>Reading a book – every day or most of the day</th>
<th>Reading a book – at least once a week</th>
<th>Reading a book – at least once a month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>30%</td>
<td>26%</td>
<td>19%</td>
</tr>
<tr>
<td>Germany</td>
<td>25%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>France</td>
<td>27%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>China</td>
<td>36%</td>
<td>34%</td>
<td>16%</td>
</tr>
<tr>
<td>Canada</td>
<td>29%</td>
<td>22%</td>
<td>16%</td>
</tr>
<tr>
<td>Brazil</td>
<td>26%</td>
<td>27%</td>
<td>18%</td>
</tr>
<tr>
<td>Belgium</td>
<td>19%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Australia</td>
<td>23%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Argentina</td>
<td>26%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>Japan</td>
<td>20%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>Mexico</td>
<td>22%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>22%</td>
<td>20%</td>
<td>15%</td>
</tr>
<tr>
<td>Russia</td>
<td>29%</td>
<td>30%</td>
<td>16%</td>
</tr>
<tr>
<td>South Korea</td>
<td>13%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Spain</td>
<td>32%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>32%</td>
<td>24%</td>
<td>16%</td>
</tr>
<tr>
<td>USA</td>
<td>30%</td>
<td>25%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: (GfK - Knowledge, 2017).

Based on this study, we can see that the countries that devote most of the day reading a book are Italy with 30%, China with 36% and Russia with 29%. Whereas, states that read books at least once a week are China with 34%, Russia and Mexico with 30%. Whereas, states that read books once a month are Mexico with 24% and South Korea with 22%. Although the study included 22,000 respondents in 17 countries, it had target groups of both sexes and the age of 15 years and over. The era of globalization has produced a massive information technology, and we have the huge boom of social media, which have contributed to a certain extent reducing the reading culture. The idea of Marshall McLuhan on the "global village" that the world is increasingly moving to an electronic technology can be said to be somewhat true. This is because the social media, which is the pride of globalization, have also caused the reading culture to fall in relation to the past. For this purpose the well-known scholar Johan Gunther has divided people into two categories: a) digital natives and digital immigrants. Digital natives are the people who have grown up online and he is a gadget for them, an instrument that is no longer doubted. Digital immigrants are the oldest people in whose lives the internet was created (…)” (Gunther, 2008). So, globalization has made this world characterized by link networks that overcome multi-continental areas, which Joseph Nye also mentions. Therefore, the reading culture has been visibly passive in relation to the past, yet it has not been replaced by information technology, but has somewhat diminished. Moreover, at this moment of technological development books are available online, although the form of reading in its originality has a greater psychological and social effect it is still worth to be mentioned. Regarding the benefits, i.e. the impact that the book has on the individual and...
society, there are a number of studies that have spoken about these impacts, both in children and adults. An example of some of the effects that the reading culture can have an impact on "the child's mental development, because is the book that promotes the child's imagination and makes her/his mind more creative and active, then such book favors the development of certain skills, such books also have impact on the improvement of language skills or communication and it can also contribute to improving the interpersonal relationship of the child and building bridges between different cultures. In adults, studies talk about some impacts or important effects, such as: essentiality to the well-being and functioning of democracy, reading is an eternal source of satisfaction for individuals, empowering critical thinking skills and reading can increase sensitivity and lead us to a greater understanding of people different from ourselves. Reading is an essential tool “for knowledge transfer and the habit of reading is an academic activity that increases skills in reading strategies. Thereof, cultivating reading habits is tantamount to students’ academic performance. According to academic success at the tertiary level is likely a multidimensional phenomenon that includes languages proficiency, learning, study strategies and certain personal characteristics. And this could be achieve when one imbibe a good reading habits which will make him/her a lifelong learner. Early imbibing of reading habits is an essential skill necessary in the acquisition of knowledge which is highly demanding in the life of every student in the academic environment” (Oriogu, 2017). In other words, we can say that benefits from reading culture are numerous in both the psychological aspect of critical thinking as well as socially, because it empowers social cohesion, affects the whole social integration, gives the community a sense of belonging and identity, and it significantly affects the individual and the society to reach the highest pedestals of the society. An article in The Guardian reports that: “the 10 most educated countries are: Finland, Norway, Iceland, Denmark, Sweden, Switzerland, USA, Germany, Latvia and the Netherlands. Whereas, the 5 countries that invest in education are Brazil, Israel, Mexico, Belgium and Argentina. Also, the 5 countries that have more libraries are: Estonia, Latvia, Norway, Iceland and Poland” (Flood, 2016). As for the sales of books according to the famous English portal "Stylist" ranked: “1. The Holy Quran (644) - over 3 billion. 2. The King James Bible (1611) - over 2.5 billion 3. Quotations from Chairman Mao Tse-tung (1964) by Mao Zendong - 800 million. 4. Don Quixote (1512) by Miguel de Cervantes - 500 million. 5. Harry Potter series (1997-2007) by J.K.Rowling - 450 million. 6. A Tale of Two Cities (1859) by Charles Dickens - 200 million. 7. The Lord of the Rings (1954-1955) by J. R. R. Tolkien - 150 million. 8. Le Petit Prince (1943) by Antoine de Saint-Exupéry - 140 million. 9. Alice in Wonderland (1865) by Lewis Caroll - 100 million. Dream of the Red Chamber (1754) by Cao Xueqin - 100 million And Then There Were None (1939) by Agatha Christie - 100 million. The Hobbit (1937) J. R. R. Tolkien - 100 million. 10. The Lion, the Witch and the Wardrobe (1950) by C.S. Lewis - 85 million” (Information,
2015). Based on this data, we can conclude that religious books, novels and literature are the ones that lead to the number of copies sold or printed

The Culture of Reading as an Art in Itself

Reading enriches human intellectual skills. Even in depth reading helps to develop the mind and personality of a person. Likewise, reading has an impact on changing behaviors and attitudes or persuasion. The World Encyclopedia defines reading as the ability to recognize letters and groups of letters, such as symbols that stand for specific sounds. It is the art of giving meaning to written words. Reading is so important that it cannot be underestimated. Reading is a core skill that is required in the 21st century to survive global systems, whether economic, educational, political, social, etc.” (Ilogho, 2015). In this context, the literacy culture is an art in itself because, among other things, it is about educating and raising the human personality over the art and the value of the book’s own culture. Therefore, it is seen as art, because the man articulates his thoughts on the artistic works of the authors. Reading culture is an art that attracts many readers, authors of books, promoters, writers, scholars, and others from one country to another. Reading can also be art in itself because it creates the features of behavior, attitudes, social change, creativity, acquaintance with the world of different arts, acquaintance with the world of different cultures, and so on.

Culture of Reading as a Promotion of Cultural Heritage

Cultural heritage, logically speaking, includes tangible culture such as (buildings, monuments, landscapes, books, works of art and artifacts), intangible culture (such as folklore, traditions, language and knowledge) and natural heritage (including important landscapes cultural and biodiversity), it is undoubtedly of great value even through the culture of reading books, has an impact on the promotion of cultural heritage as it nourishes heritage with value, ideal, passion, will, literacy works as a promotion for cultural heritage through the recognition of the cultural heritage of different cultures, philosophy, worldview of life of other cultures, culture and art, symbols, religions, then the way of living of different cultures, as well as many other elements that belong to the domain of cultural heritage.
The Culture of Reading as a “cognitive map” for a Healthy Society

We saw some of the benefits that the reading culture brings, though it also reflects a cognitive map of a healthy society, because through reading, man has a more objective approach to reality. Reading culture is part of the human identity, a memory that makes society emancipate, have a better organization, have concrete orientations, and have better planning for future generations. The triumph of democracy, the development of civil society, the media, globalization, but also the empowerment of identity, are obviously a result of the reading culture which a priori is a cognitive map of society towards the future.

Reading Culture in Kosovo

The culture of reading is about the continuity of reading that can be turned into habits. Each society has a reading culture measurement over how much it reads and what it reads. Not every time reading can be creative, because of the nature of reading, thinking and understanding. Sometimes people read differently and understand differently, to have a reading culture in continuity, reading is not only intense, but also stenographic, broad and analytic. Whatever the case, the literacy culture is created through the habit of reading from the family and continuing with other socialization agencies. In Kosovo, there is a culture of reading which is promoted from time to time through reading days, fairs, various meetings of Albanologists; and so on, this is also noticed by the high number of visitors to book fairs. At the international fair held in Pristina in 2015 there were about 35,000 visitors with over 1,100 new books, in 2016 there were about 38,000 visitors with 1,200 new books, in 2017 there were about 40,000 visitor with 1.100 – 1.200 new books, in 2018 there were about 40,000 visitors with 1.500 new books and in 2019 “there were about 40.000 visitors with 1,500-1,700 new books” (Vatovci, 2019), which means that there was a lot of interest in the book, as well as new titles from publishing houses. Regarding libraries, according to data from the Kosovo Statistics Agency, the number of libraries in Kosovo, the number of readers and books has changed in years, as follows:

<table>
<thead>
<tr>
<th>Year</th>
<th>No. of libraries</th>
<th>The titles of books entered during the year</th>
<th>The fund of books of libraries</th>
<th>No. Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>105</td>
<td>17,057</td>
<td>1,608,512</td>
<td>161,713</td>
</tr>
<tr>
<td>2015</td>
<td>106</td>
<td>36,798</td>
<td>1,627,745</td>
<td>230,234</td>
</tr>
<tr>
<td>2016</td>
<td>108</td>
<td>44,264</td>
<td>1,793,073</td>
<td>278,201</td>
</tr>
<tr>
<td>2017</td>
<td>107</td>
<td>35,760</td>
<td>1,782,945</td>
<td>158,176</td>
</tr>
<tr>
<td>2018</td>
<td>110</td>
<td>42,038</td>
<td>1,775,435</td>
<td>156,535</td>
</tr>
</tbody>
</table>

Based on this we can see that while in 2014 the number of libraries in Kosovo was 105, in 2016 this number increased by three more, thus 108, in 2017 it decreased by a few, in 107, while in 2018 has again risen to 110. Even in the titles of books, the library stock of books and the number of readers we see a decrease and an increase. While there is an increase in the three categories from 2014 to 2016, in 2017 we see a decline in the number of readers, titles of books entered during the year, and the library stock, while in 2018 we see that the number of book titles has increased, but the number of book stock has decreased, and the number of readers has decreased compared to previous years. Whereas, according to the research conducted in Kosovo, most respondents say they read books and pay great attention to the books as follows:

**Diagram 1. Perception of citizens in reading book in Kosovo**

![Diagram showing the perception of citizens in reading books](image)

*Source: (Kamberi, The Culture reading book in Kosovo, 2018).*
Diagram 2: Perception of citizens which are spending time in the reading

<table>
<thead>
<tr>
<th>If yes, how often</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Everyday</td>
<td>28%</td>
</tr>
<tr>
<td>b) 1/2 times a week</td>
<td>16%</td>
</tr>
<tr>
<td>c) 2/3 of my time a week</td>
<td>14%</td>
</tr>
<tr>
<td>d) 4/5 of my time a week</td>
<td>11%</td>
</tr>
<tr>
<td>e) Once a month</td>
<td>15%</td>
</tr>
<tr>
<td>f) Once a year</td>
<td>4%</td>
</tr>
<tr>
<td>g) Other</td>
<td>12%</td>
</tr>
</tbody>
</table>


Diagram 3: Perception of citizens which are spending time in the reading

<table>
<thead>
<tr>
<th>How much time do you spend on reading</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) I don’t read, only if I have to.</td>
<td>4%</td>
</tr>
<tr>
<td>b) Less than 15 minutes</td>
<td>1%</td>
</tr>
<tr>
<td>c) Between 15 and 30 minutes</td>
<td>9%</td>
</tr>
<tr>
<td>d) Over 30 minutes</td>
<td>25%</td>
</tr>
<tr>
<td>e) 1 hour</td>
<td>34%</td>
</tr>
<tr>
<td>f) Other</td>
<td>27%</td>
</tr>
</tbody>
</table>


Based on this data we can conclude that the vast majority of respondents who include the age of 16 to 35 in both sexes are said to read or have created a culture of reading every day, excluding any day they are preoccupied with other things and while reading, most of them read over 1 hour, which can be said to have begun a reading culture that is seen as pragmatic, despite the fact that the development of information technology has negatively impacted culture of reading. These facts may also have to do with the influence of
motivational factors which are a stimulus for psychology to read, as expressed by the respondents themselves, as follows:

**Diagram 4: Perception of citizens which are motivated for the reading**

<table>
<thead>
<tr>
<th>What motivates you to read books?</th>
<th>0%</th>
<th>5%</th>
<th>10%</th>
<th>15%</th>
<th>20%</th>
<th>25%</th>
<th>30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Assignments from school-studies</td>
<td></td>
<td></td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Family recommendation</td>
<td></td>
<td></td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Recommendation from friends</td>
<td></td>
<td></td>
<td>7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) The need for information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>e) Pleasure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>f) Resting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>16%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Curiosity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>18%</td>
<td></td>
</tr>
<tr>
<td>h) Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2%</td>
</tr>
</tbody>
</table>

*Source: (Kamberi, The Culture reading book in Kosovo, 2018)*.

The data in question shows that people feel pleasure and relaxation during reading, they read because they like to read, need new information and knowledge and given that information itself is considered an inexhaustible resource because it belongs to the non-material nature and In this direction, there are is no lack of recommendations to read by socializing agencies such as: family, friends, community, school institutions, and so on.

**Profile of an Albanian Reader**

The process of globalization, the influence of the mass media, especially social networks, the development of information, technology, science, and the changes and social developments are those which on one hand have developed society in many segments, on the other hand have produced the "mediocre man", , they have created a man who has become a robot of what he has produced himself. This means that humanity today is going more and more copying of what is not itself, as observed by behavior patterns, reading culture, media, and in many segments of modern life. Thus, we see that "reading in general has declined significantly, despite the fact that in no period have there been more titles of books published either by domestic or foreign authors (translations) than today. Although the digitization of books has begun and people have easier access to literature, it is worth noting that interest in the book is not as before..." (Kamberi, The Dilemas of Transition, 2019). In this segment, readers may be divided into two groups: a) passive readers, those who
read only titles and do not deal with the substance, and b) active readers those who deal more generally with the book, do studies, read, are critical, etc. Meanwhile, active readers are “divided into three subcategories. 1. The first subcategory are the students. Kosovo has some fifty or sixty thousand students who, reluctantly read the basic literature so that they can take their exams. Many of them only read the foreword, passphrase, or script (short summary of the subject), so as to get a positive evaluation. Most of them read very little literature. 2. The second subcategory are readers who seek popular literature, Coelho’s, Danielle Steel’s, Dan Brown’s, and so on. This is fun literature, knit in plain language, with a fabulously clear line, often with an enigma to keep the curiosity of the reader until the end, with characters who are suffering all the time, but at the end find silence or spiritual illumination; the author of these novels often plays the role of psychological counselor, a literary psychologist. 3. The third subcategory is that of active readers are deep readers. Deep readers require something more than fun. Although the enjoyment of literary text is an essential element for readers, this type of reader it is not necessarily true. This type of reader, besides great and beautiful literature (belletristic), also requires philosophical literature, good historical, scientific books, etc” (Aliu, 2017). Whatever the case, the Albanian reader’s profile is more about the reading culture, which can be seen from the research carried out. Therefore, for this purpose we have had some answers related to the reading profile, as follows:

Table 3. Reflects the profile of respondents who read books

<table>
<thead>
<tr>
<th>What types of books do you prefer to read? (encircle at least two answers)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a) General</td>
<td>222 16%</td>
</tr>
<tr>
<td>b) Academic</td>
<td>92 7%</td>
</tr>
<tr>
<td>c) Politics</td>
<td>58 4%</td>
</tr>
<tr>
<td>d) Religious</td>
<td>121 9%</td>
</tr>
<tr>
<td>e) Art</td>
<td>64 5%</td>
</tr>
<tr>
<td>f) History</td>
<td>94 7%</td>
</tr>
<tr>
<td>g) Geography</td>
<td>24 2%</td>
</tr>
<tr>
<td>h) Philosophy</td>
<td>89 6%</td>
</tr>
<tr>
<td>i) Sociology</td>
<td>63 4%</td>
</tr>
<tr>
<td>j) Psychology</td>
<td>200 14%</td>
</tr>
<tr>
<td>k) Novels</td>
<td>319 23%</td>
</tr>
<tr>
<td>l) Other:, Music, drama, etc.</td>
<td>43 3%</td>
</tr>
</tbody>
</table>


So, as you can see, most respondents say they read or prefer to read more novels, then general books without making any selections, psychological books, religious, stories, and so on. But, in the next question, which books are most read, they have expressed that they prefer to read Ismail Kadare’s “Broken April”, then books / novels which are also global trends, such as “I am Malala”, “The Alchemist” , “Animal Farm” etc., which we have presented, as follows:
Based on this data, it turns out that the most read books are novels, which also lead globally. The novels are books that the reader often associates emotionally with them because they deal with topics which are fictitious, they leave indelible impressions on the reader, which is noticed even in the Albanian reader. For this purpose, the novels are the ones that lead sales at national and international fairs in Kosovo. In an interview with this paper, representatives from the publishing house "Buzuku" on the question: Which is the best-selling book at the last fair (2017) they say: "Year 2017: At the close of the Book Fair were also proclaimed the most sought-after books and authors, local and international. The most popular Albanian writers were Veton Surroi with his book "The Gorillas We Did not See", thus occupying the first place, followed by the poet Flutur Mustafa with the book "Us Two", Arber Xhaferi with "Vepra" Agron Alibali with "The Light of a Diplomat - Faik Konica" and Ndriçim Ademi with the novel "Without heroes, without rage". On the other side of the internationals were asked Malala Yousafza and her autobiography "I am Mala", Elena Ferrante and her novel "Surname", Svetlana Alexievich with "No Woman's Face War", Youval Harari with "A History of Humanity" and Michael Hollepek with "Map and Territory" (Zeneli, 2018). So, the research that we have conducted has a connection with the statements of representatives of publishing houses in Kosovo, which from the sale of books we can see that novels lead both nationally and internationally. Although a large part of the respondents are of the opinion that the books are pretty expensive in relation to the standard of living, for this reason there are those who do not spend enough money to buy books or wait for fairs to get their books at a cheaper price, as the average of a book or novel ranges from 7 to 12 or 15 euros, as follows:

Diagram 5: Perception of citizens – most of read books

![Diagram showing the most read books by Albanian readers in Kosovo]

Diagram 6: Perception of citizens about spending money for the books


Regarding the purchase of books and the standard of living, respondents said that for this purpose they buy more books at bookshops and fairs, especially since fairs are cheaper:

Diagram 7: Perception of citizens about supply themselves with books

Conclusion

Based on what we have elaborated so far, we can conclude that the book today is considered as a great asset related to reading culture and as such is considered a cognitive map, a cultural heritage and a value that develops not only the individual, but also society in general. Through reading, man benefits from the aspect of education, education, culture, socialization, empowerment of social cohesion and creative insight into other cultures, thus creating bridges between ethnicities, races, religions and other social groups. We have seen that the influence of modernity, but also of globalization, especially that of social media, have led to a decline in reading culture in general, despite the fact that in the contemporary world is considered to have more titles of books whether original or even translated than ever in the history of mankind. This is evident in Kosovo, as Kosovo is a leader not only in the region but also in terms of the use of information technology. The culture of reading in Kosovo can be identified in two types that of active and passive readers. Also, a large part of reading is transformed into virtual reading, which has a shortage of physical book reading. However, we can generally say that it is read on average, also because of the impact of socio-economic factors, low standard of living, where books are a bit more expensive for this standard of living. Those who read books and have created a reading culture have many motives for it and the book considers it as a need for information and recreation. It is noticed that Kosovars read books from time to time and mainly book reading over 1 hour. But, the reader's favorite book profile is the books that deal with general themes, novels, psychology, and religious books. While, they prefer to read local and foreign authors among them also Ismail Kadare who is considered a great icon of the Albanian gallery not only to Albanians but globally, but also other authors like Khaled Hossein, Christina Lamb, George Orwell, etc.

Bibliography


