

# 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

1 the opinion that publishing houses offer plenty of books, both with local  
 2 authors as well as translated ones. 49% of respondents are of the opinion that  
 3 there are few places to read in their places of living, 27% think that there is no  
 4 place at all to read and 22% state that there is an average amount of reading  
 5 places. As for the lack of reading, about 35% of respondents are of the opinion  
 6 that there is a lack of reading and 29% of other respondents point to the  
 7 influence of social media. Out of 555 respondents, 80% of them like books and  
 8 reading and 15% said they like it on average or not at all. About 88% of  
 9 respondents said they read books. 28% of respondents who read books every  
 10 day, 16% read 1/2 a week, 15% once a month, and 14% 2/3 times a week. The  
 11 preferred language for reading books is the Albanian language with a total of  
 12 76%, 21% of other respondents, stated that they prefer English, 2% in German  
 13 and 1% in French. Most respondents around 34% said they read over 1 hour,  
 14 27% stated other and 25% over 30 minutes. Regarding the motivation of  
 15 respondents for reading, 26% said they had fun and 19% needed information.  
 16 About 21% of respondents said the books help you learn new things. The most  
 17 widely read genres are novels, general and psychology. About 53% of  
 18 respondents said they read mostly at home and 20% in the library, as well as  
 19 about 33% of respondents said they read translated books and about 49% of  
 20 respondents prefer to read the original books. According to the survey, the vast  
 21 majority of respondents said they do spend money on buying books within the  
 22 year. The books are mostly bought at fairs and bookshops. The most read  
 23 books are: The broken April of author Ismail Kadare, Khaled Hosseini –Kite  
 24 Runner, Paulo Coelho - Alchemist, Christina Lamb - I am Malala, George  
 25 Orwell - Animal Farm, etc.

### 26 27 28 **Theoretical Approaches on Culture and Reading**

29  
30 The culture of reading books has an impact on the individual in the  
 31 development of cognitive skills, in the formation of attitudes and behavioral  
 32 skills, as well as in psychomotor development. In this case, many theories speak  
 33 about the impact of reading culture on both the individual and society.  
 34 Functionalist Theory - is one of those theories that focuses on: “a) Culture is  
 35 essentially an instrumental apparatus by which man is put in a position the  
 36 better to cope with the concrete specific problems that face him in his  
 37 environment in the course of the satisfaction of his needs, b) It is a system of  
 38 objects, activities, and attitudes in which every part exists as a means to an end,  
 39 c) It is an integral in which the various elements are interdependent., d) Such  
 40 activities, attitudes and objects are organized around important and vital tasks  
 41 into institutions such as the family, the clan, the local community, the tribe, and  
 42 the organized teams of economic cooperation, political, legal, and educational  
 43 activity and e) from the dynamic point of view, that is, as regards the type of  
 44 activity, culture can be analyzed into a number of aspects such as education,  
 45 social control, economics, systems of knowledge, belief and morality and also  
 46 modes of creative and artistic expression” (Malinowski, 1960). This has to do

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:

1 **Table 1.** *Frequency of 17 different countries on reading of books*

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

2 **Source:** (GfK - Knowledge, 2017).  
3

4 Based on this study, we can see that the countries that devote most of the  
5 day reading a book are Italy with 30%, China with 36% and Russia with 29%.  
6 Whereas, states that read books at least once a week are China with 34%,  
7 Russia and Mexico with 30%. Whereas, states that read books once a month  
8 are Mexico with 24% and South Korea with 22%. Although the study included  
9 22,000 respondents in 17 countries, it had target groups of both sexes and the  
10 age of 15 years and over. The era of globalization has produced a massive  
11 information technology, and we have the huge boom of social media, which  
12 have contributed to a certain extent reducing the reading culture. The idea of  
13 Marshall McLuhan on the "global village" that the world is increasingly  
14 moving to an electronic technology can be said to be somewhat true. This is  
15 because the social media, which is the pride of globalization, have also caused  
16 the reading culture to fall in relation to the past. For this purpose the well-  
17 known scholar Johan Gunther has divided people into two categories: a) digital  
18 natives and digital immigrants. Digital natives are the people who have grown  
19 up online and he is a gadget for them, an instrument that is no longer doubted.  
20 Digital immigrants are the oldest people in whose lives the internet was created  
21 (...)" (Gunther, 2008). So, globalization has made this world characterized by  
22 link networks that overcome multi-continental areas, which Joseph Nye also  
23 mentions. Therefore, the reading culture has been visibly passive in relation to  
24 the past, yet it has not been replaced by information technology, but has  
25 somewhat diminished. Moreover, at this moment of technological development  
26 books are available online, although the form of reading in its originality has a  
27 greater psychological and social effect it is still worth to be mentioned.  
28 Regarding the benefits, i.e. the impact that the book has on the individual and

1 society, there are a number of studies that have spoken about these impacts,  
 2 both in children and adults. An example of some of the effects that the reading  
 3 culture can have an impact on "the child's mental development, because is the  
 4 book that promotes the child's imagination and makes her/his mind more  
 5 creative and active, then such book favors the development of certain skills,  
 6 such books also have impact on the improvement of language skills or  
 7 communication and it can also contribute to improving the interpersonal  
 8 relationship of the child and building bridges between different cultures. In  
 9 adults, studies talk about some impacts or important effects, such as:  
 10 essentiality to the well-being and functioning of democracy, reading is an  
 11 eternal source of satisfaction for individuals, empowering critical thinking  
 12 skills and reading can increase sensitivity and lead us to a greater  
 13 understanding of people different from ourselves. Reading is an essential tool  
 14 "for knowledge transfer and the habit of reading is an academic activity that  
 15 increases skills in reading strategies. Thereof, cultivating reading habits is  
 16 tantamount to students' academic performance. According to academic success  
 17 at the tertiary level is likely a multidimensional phenomenon that includes  
 18 languages proficiency, learning, study strategies and certain personal  
 19 characteristics. And this could be achieve when one imbibe a good reading  
 20 habits which will make him/her a lifelong learner. Early imbibing of reading  
 21 habits is an essential skill necessary in the acquisition of knowledge which is  
 22 highly demanding in the life of every student in the academic environment"  
 23 (Oriogu, 2017). In other words, we can say that benefits from reading culture  
 24 are numerous in both the psychological aspect of critical thinking as well as  
 25 socially, because it empowers social cohesion, affects the whole social  
 26 integration, gives the community a sense of belonging and identity, and it  
 27 significantly affects the individual and the society to reach the highest  
 28 pedestals of the society. An article in The Guardian reports that: "the 10 most  
 29 educated countries are: Finland, Norway, Iceland, Denmark, Sweden,  
 30 Switzerland, USA, Germany, Latvia and the Netherlands. Whereas, the 5  
 31 countries that invest in education are Brazil, Israel, Mexico, Belgium and  
 32 Argentina. Also, the 5 countries that have more libraries are: Estonia, Latvia,  
 33 Norway, Iceland and Poland" (Flood, 2016). As for the sales of books  
 34 according to the famous English portal "Stylist" ranked: "1. The Holy  
 35 Quran (644) - over 3 billion. 2. The King James Bible (1611) - over 2.5 billion  
 36 3. Quotations from Chairman Mao Tse-tung (1964) by Mao Zedong - 800  
 37 million. 4. Don Quixote (1512) by Miguel de Cervantes - 500 million. 5. Harry  
 38 Potter series (1997-2007) by J.K.Rowling - 450 million. 6. A Tale of Two  
 39 Cities (1859) by Charles Dickens - 200 million. 7. The Lord of the  
 40 Rings (1954-1955) by J. R. R. Tolkien - 150 million. 8. Le Petit Prince (1943)  
 41 by Antoine de Saint-Exupéry - 140 million. 9. Alice in Wonderland (1865) by  
 42 Lewis Carroll - 100 million. Dream of the Red Chamber (1754) by Cao  
 43 Xueqin - 100 million And Then There Were None (1939) by Agatha Christie -  
 44 100 million. The Hobbit (1937) J. R. R. Tolkien - 100 million. 10. The Lion,  
 45 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 book is evaluated based in its reading and promotion, it is seen as an 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. 0000 visitors with over 1.100 new books, in 2016 there were about 38. 0000 visitors with 1.200 new books, in 2017 there were about 40. 0000 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:

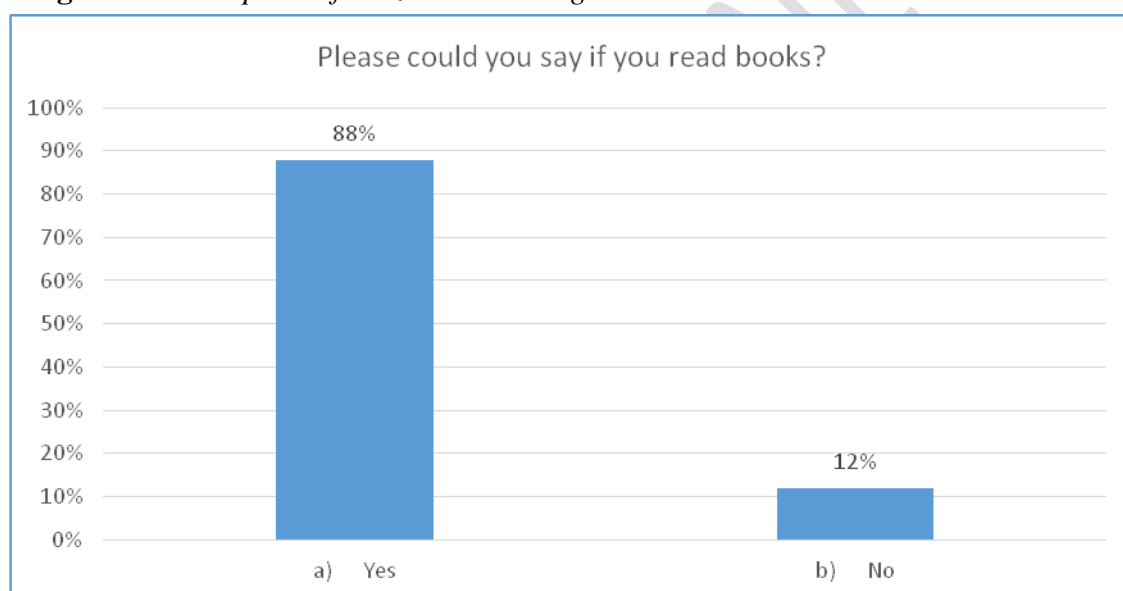
**Table 2.** *No of libraries, the titles and funds of books in Kosovo*

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

Source: (Statistics, 2015-2019).

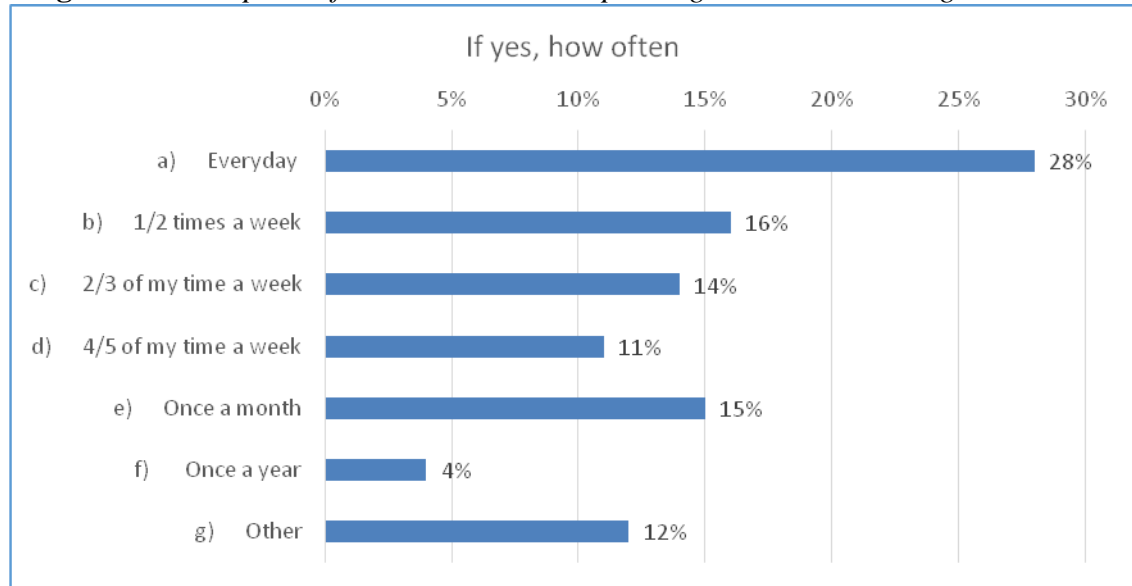
Based on this we can see that while in 2014 the number of libraries in Kosovo was 105, in 2016 this number increased by three more, thus 108, in 2017 it decreased by a few, in 107, while in 2018 has again risen to 110. Even in the titles of books, the library stock of books and the number of readers 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**

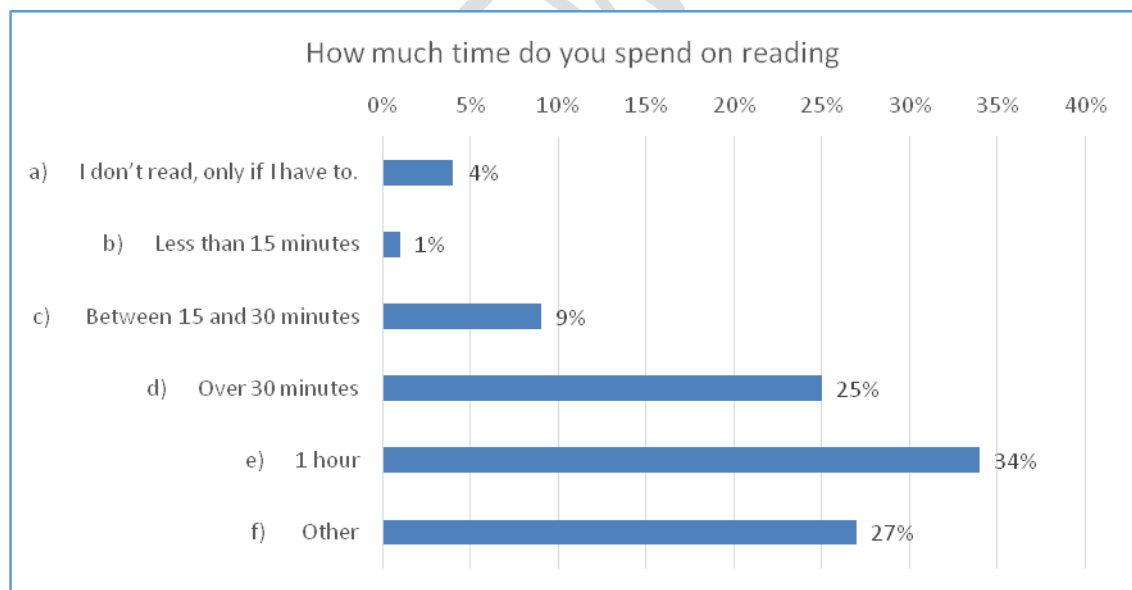


Source: (Kamberi, The Culture reading book in Kosovo, 2018).

1

2 **Diagram 2:** *Perception of citizens which are spending time in the reading*3 *Source:* (Kamberi, The Culture reading book in Kosovo, 2018).

4

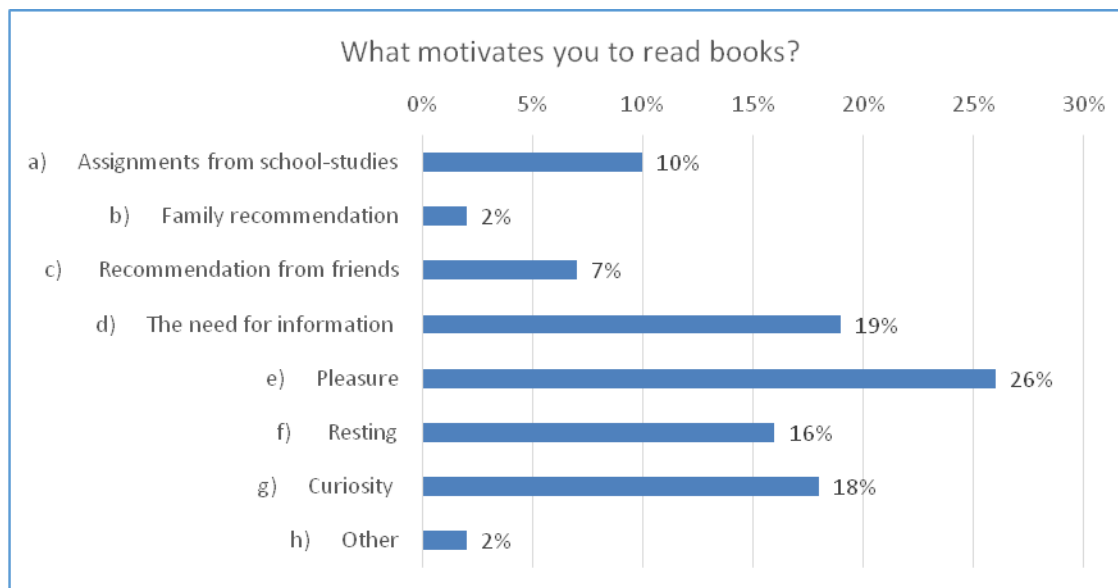
5 **Diagram 3:** *Perception of citizens which are spending time in the reading*6 *Source:* (Kamberi, The Culture reading book in Kosovo, 2018).

7

8 Based on this data we can conclude that the vast majority of respondents  
 9 who include the age of 16 to 35 in both sexes are said to read or have created a  
 10 culture of reading every day, excluding any day they are preoccupied with  
 11 other things and while reading, most of them read over 1 hour, which can be  
 12 said to have begun a reading culture that is seen as pragmatic, despite the fact  
 13 that the development of information technology has negatively impacted  
 14 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*



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 Dilemmas 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 (bellettristic), 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:

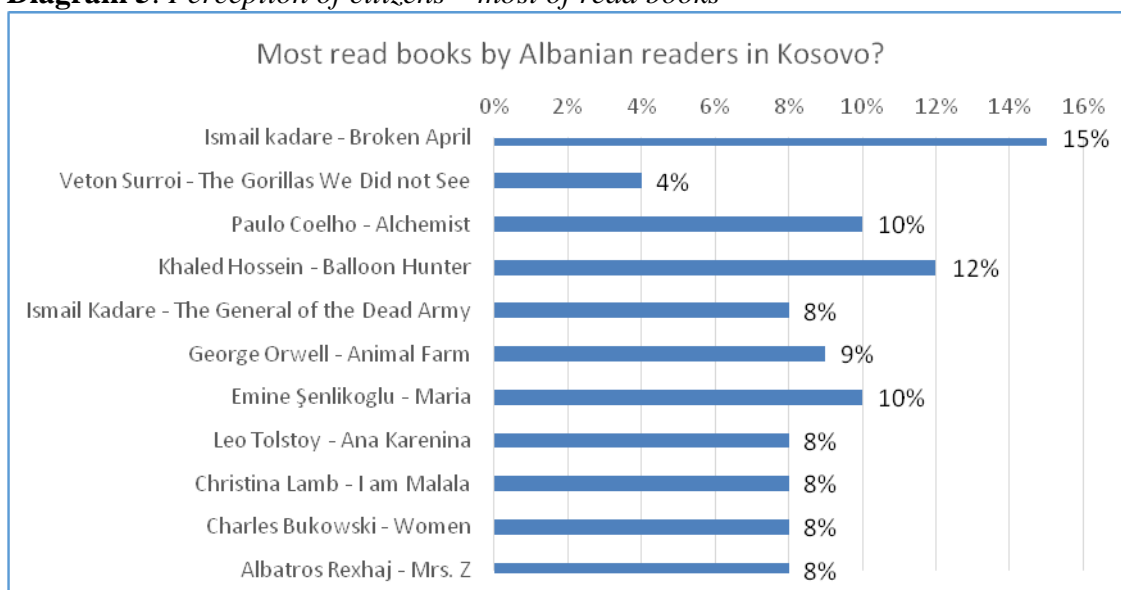
**Table 3.** *Reflects the profile of respondents who read books*

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

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

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:

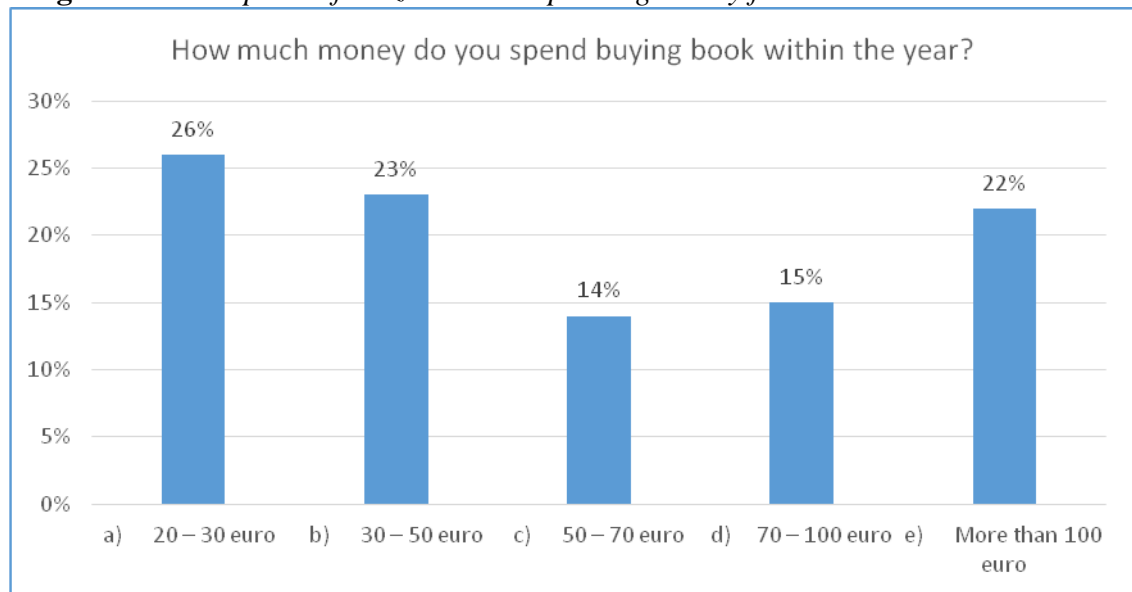
1 **Diagram 5: Perception of citizens – most of read books**



2 Source: (Kamberi, The Culture reading book in Kosovo, 2018).  
 3  
 4

5 Based on this data, it turns out that the most read books are novels, which also  
 6 lead globally. The novels are books that the reader often associates emotionally  
 7 with them because they deal with topics which are fictitious, they leave  
 8 indelible impressions on the reader, which is noticed even in the Albanian  
 9 reader. For this purpose, the novels are the ones that lead sales at national and  
 10 international fairs in Kosovo. In an interview with this paper, representatives  
 11 from the publishing house "Buzuku" on the question: Which is the best-selling  
 12 book at the last fair (2017) they say: "Year 2017: At the close of the Book Fair  
 13 were also proclaimed the most sought-after books and authors, local and  
 14 international. The most popular Albanian writers were Veton Surroi with his  
 15 book "The Gorillas We Did not See", thus occupying the first place, followed  
 16 by the poet Flutur Mustafa with the book "Us Two", Arber Xhaferi with  
 17 "Vepra" Agron Alibali with "The Light of a Diplomat - Faik Konica" and  
 18 Ndriçim Ademi with the novel "Without heroes, without rage". On the other  
 19 side of the internationals were asked Malala Yousafza and her autobiography  
 20 "I am Mala", Elena Ferrante and her novel "Surname", Svetlana Alexievich  
 21 with "No Woman's Face War", Yuval Harari with "A History of Humanity"  
 22 and Michael Hollepek with "Map and Territory" (Zeneli, 2018). So, the  
 23 research that we have conducted has a connection with the statements of  
 24 representatives of publishing houses in Kosovo, which from the sale of books  
 25 we can see that novels lead both nationally and internationally. Although a  
 26 large part of the respondents are of the opinion that the books are pretty  
 27 expensive in relation to the standard of living, for this reason there are those  
 28 who do not spend enough money to buy books or wait for fairs to get their  
 29 books at a cheaper price, as the average of a book or novel ranges from 7 to 12  
 30 or 15 euros, as follows:

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



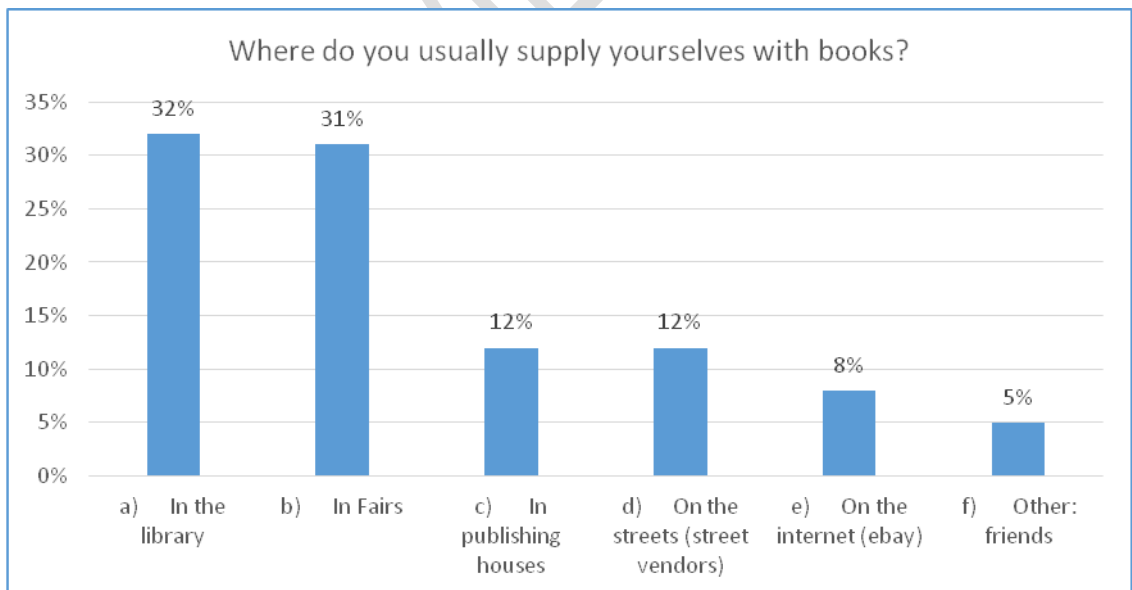
2 *Source:* (Kamberi, The Culture reading book in Kosovo, 2018).

3

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

7

8 **Diagram 7:** *Perception of citizens about supply themselves with books*



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

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## 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 Hosseini, Christina Lamb, George Orwell, etc.

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