

Abstract

Research theme: “The system of public relations of the children's library as a way of increasing their efficiency”

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Actuality of the research: The activity of the children's library includes the tactics and strategy of library interaction with the population. Among the results of introduction of innovations in the work of children's libraries should highlight the active use of public relations. The reduction of government investment on the development of librarianship forces children's libraries to defend their position, to look for the other ways of using investments independently.

These factors lead to changes in the understanding of professional values of library ethics, professional consciousness of the library community, force to seek new ways to enhance the authority of the library in the society. Taking all these facts into consideration, public relations can make a significant contribution to the improvement of the economic status of the children's library, the increasing of its status as a cultural and information institutions.

The problem of positioning of children's libraries in the field of public relations designed and illuminated not sufficiently, so it needs to develop conceptual frameworks, methodological and organizational forms that confirms the urgency of the organization and research of the problem.

Aim of the research: to study the system of public relations of the children's library as a ways of increasing of the efficiency of their operations.

Tasks:

1. to study the peculiarities of the system of public relations of the children's library.
2. to identify a specific Toolkit of children's library public relations.
3. to explore the strong and weak points of the children's library N5 in the system of public relations.
4. to analyze the use of PR tools in the children's library N5 in Essentuki and to develop suggestions and recommendations for improving its PR-positioning.

Theoretical and Practical significance consists of its conclusions which create theoretical base for further study of the scientific notions of PR-activity of children's libraries. The materials and conclusions of the work can be used as recommendations to the management and staff of children's libraries.

Results of the research:

Analysis of PR-activity of children's libraries has shown that the process of positioning in the system of PR is spontaneous in the certain degree currently. Activation of PR-activity is most frequently associated with the events of the cultural life of the region, which serve as the impetus for the demonstration of the brand library, manufacturing of printed advertising materials, publication of image articles.

For realization of the objectives of the study we have made the following sociological research: a survey of readers aged 12 to 16 years, interviewing librarians children's library N5, as well as telephone interviews with parents whose children were registered in the library.

The findings of the survey results have shown that the external image of the children's library more successful than internal. At first, for readers of children's library, the image is determined by the professional activities of librarians: their friendly, attitude attractive appearance and satisfactory quality of service.

Recommendations: 1. It is necessary to create some visual attribute of brand of child's library, for example, a cute personage (master's degree of study of a region-study) that will serve as a reference-point for children concerning region-study.

2. it is necessary to conduct meeting with teachers and schoolchildren of the nearest district, to tell about libraries work with an excursion to its territory, to acquaint with exhibitions, library photoalbums, forthcoming activities, by interesting books etc.

3. for realization of PR- actions in the Internet the library N5 must create its own web-site.

4. We suggest to use the different types of PR- events in-process, such as intellectual competitions, different competitions, meeting with the well-known man.

5. Advertisement of the internal products must include the printed guide-books, booklets, small flags, flier containing a brand name symbolics. It is possible also to work out a floor pointer as foot prints, informative book-marks "You like it? Take it away! ". Besides the library must have the advertisement multimedia products used for to performing the presentation duty.