

IMPROVING LIBRARY SERVICES THE ROLE OF AUTOMATION AND ADVERTISING

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Abstract. This article extensively covers modern areas of information resource centers and library activities, their technical and software support, automation of library processes, the role of RFID technologies, and issues of library advertising. The importance of innovative technologies and advertising tools in improving the quality of user service has also been scientifically analyzed.

Keywords: information resource center, library, automation, electronic catalog, RFID, advertising, information service, AKM, ARM.

Today, society's need for information is increasing sharply. As a result of the development of information and communication technologies, libraries are undergoing a transformation from a traditional form of service to modern information centers. Information and resource centers are tasked with the prompt and high-quality satisfaction of the population's scientific, educational, cultural, and business needs. At the same time, they must provide users not only with traditional services but also with access to global information resources.

To create modern information resource centers, it is necessary to fully provide them with technical, software, information, linguistic, and organizational support. It cannot be said that a complete library system has been created just by equipping it with computers or connecting it to the Internet. This is because an automated information and library system is a complex system consisting of several interconnected components. This system includes software, technical means, a database, linguistic tools, organizational and technological processes, and a complex of qualified personnel. The automation of core processes plays a crucial role in the effective organization of library activities.

In particular, tasks such as receiving and processing new documents, creating an electronic catalog, conducting bibliographic searches, registering readers, monitoring the processes of issuing and withdrawing books, and maintaining statistical reports must be automated. As a result of automating these processes, information retrieval will be accelerated, errors related to the human factor will decrease, service quality will improve, and time and material resources will be saved. One of the important directions for implementing modern technologies in information resource centers is RFID technology.

This technology works by attaching a radio frequency identification chip to each book. Using RFID technology, it is possible to scan several books simultaneously, accelerate the inventory process, prevent the loss of books, and automate the service process. Compared to barcode technology, RFID is more convenient and efficient, bringing library activities to a new level. Once library processes are fully automated, the foundation for creating an electronic library will be laid. Electronic libraries provide users with remote services, access to various scientific databases, and access to the global information space. This makes libraries an integral part of the global information system.

Another important aspect of the library's activities is advertising. Library advertising serves to introduce users to services, engage them, and increase interest in the library. Advertising

informs the general public about the library's collection, services, and opportunities. At the same time, advertising must comply with the requirements of the Law of the Republic of Uzbekistan "On Advertising". The main requirements for library advertising are clarity, conciseness, interest, relevance to consumer needs, continuous updating, and memorability. Advertising forms have both traditional and modern forms, including posters, booklets, banners, social networks, websites, and various cultural events. In particular, the effectiveness of promoting library services through digital advertising tools is increasing today.

Thus, information resource centers are an important information infrastructure of modern society. Their effective activity is closely linked to the introduction of modern technologies, the improvement of automation processes, and the development of advertising activities. In the future, libraries are expected to become more digitized, innovative, and user-oriented centers.

One of the important directions is the implementation of a user-oriented service model in information resource centers. Based on this model, each reader's information needs are studied individually, and appropriate services are offered. For example, services such as electronic catalogs, online ordering systems, virtual information services, and remote consultations serve to ensure user convenience. At the same time, the expansion of library services through mobile applications and web platforms is a requirement of today.

In modern libraries, the formation and management of databases is also of great importance. The database must not only consist of bibliographic records but also include full-text electronic resources. This allows users to quickly and effectively access the necessary literature. From this perspective, integrating with international scientific databases and expanding access to open information resources is a pressing task. Personnel potential is also one of the decisive factors in library activities. Specialists working in modern information resource centers must possess not only traditional library knowledge but also knowledge in the fields of information technology, database management, information security, and marketing. Therefore, it is important to develop a system for the regular retraining and professional development of library staff.

Furthermore, the issue of ensuring information security is an integral part of the activities of modern libraries. In the process of using electronic resources, data protection, the security of user personal data, and compliance with copyright are among the most important tasks. Therefore, libraries must utilize modern security systems, licensed software, and security protocols.

Another important aspect is the introduction of innovative service types in libraries. For example, libraries can expand their activities by creating coworking spaces, media centers, audiobooks, e-learning platforms, and digital archives. This transforms the library not only into a source of information but also into an educational and cultural center.

In conclusion, the development of modern information resource centers is a multifaceted process that includes technological renewal, improvement of the management system, capacity building, and the development of user-oriented services. The combination of these factors will make libraries more efficient, competitive, and innovative information centers in the future.

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