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## **Social functions of modern library-information institutions (Problems of library management)**

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**Abstract.** The emergence of the library as a social phenomenon Objective prerequisites for the emergence of libraries. The need for the accumulation and storage of information. Construction of special facilities for document storage. The emergence of the library profession. The appearance of the reader (user) of the library. The beginning of the functioning of the library and its tasks. The transformation of the role of libraries as human society evolves. Analysis and evaluation of the main tasks of the modern library: information, educational, cultural, etc. The library as an indicator of the level of development and material well-being of society. The role of the library in the informatization of society.

**Keywords.** Social Functions, Modern Libraries, Information Enterprise, Social and Technological Functions

### **Introduction**

The emergence of the library as a social phenomenon is explained by the objective condition for the creation of the library. The necessity of collecting and storing information, the creation of special means of storing documents, the emergence of the profession of a librarian, the emergence of a reader (user) of the Library, "the beginning of library activity" and its tasks are identified.

The social role and social purpose of the library is determined by the role of libraries in the development of human society. Analysis and assessment of the main tasks of a modern library show that with the development of information, education, culture and similar elements, libraries also participate in the indicator of the level of development and material well-being of society. As the role of the library in informing the public increases, the library becomes a condition for the preservation of everyday life and culture.

The concept of "basic functions" of a library includes cumulative ("aggregated"), service, information and other general library functions. The classification features of the main functions and necessary functions of the library are implemented in specific historical conditions, and also strongly depend on the environment.

In a sociological sense, libraries express the role that a particular social institution plays in relation to the needs of a higher-level system. Thus, the term "function" is used to define the core of the problem used in librarianship, regardless of its lexical form: what exactly libraries

do for the community, what are the responsibilities of the community, and what tasks the library helps to solve.

Traditionally, 2 library functions are defined. Social and technological functions. Social functions are external functions that go beyond the internal boundaries of the library from the point of view of the object of influence, which can be considered as functions that directly or indirectly affect modern society.

Technological functions are internal activities that do not go beyond the walls of the library, which serve as a prerequisite for the implementation of the social functions of the library, as well as for maintaining the library in the required order or at the required level. The technological functions of libraries may not be felt by modern society, nor may society be aware of their existence. However, these are generalized reflections and expressions of "library production".

Summarizing the views of domestic and world librarians on the social functions of libraries, one can show the following: ideological and educational (ideological), cultural and educational, cognitive (cognitive), entertainment and hedonistic (hedon - entertainment) functions.

A number of librarians attribute the following social functions to libraries: 1. Informational, 2. Cultural, 3. Recreational or restorative (Recreatio - restoration - lat.). That is, a function that contributes to the restoration of the intellectual forces of a person spent in the labor process. This is the approach that is getting enough attention

### **Problem Analysis**

According to the Law of the Russian Federation "On Libraries" (1994), a library is "an informational, cultural, educational institution that has an organized fund of negotiable documents and provides temporary access to individuals and legal entities." Thus, Russian experts believe that libraries as a social order perform at least three functions.

The Law on Library Activity, adopted in Azerbaijan in 1998, expresses this problem more broadly and meaningfully. The law says: libraries–

It is a social institution that collects and protects printed works and other information carriers as an institution of science, information, culture, education and upbringing, organizes their systematic public use and serves the development of the intellectual and spiritual potential of society.

As you can see, in this law, the functions of libraries are presented not as separate directions, but as a complex institution. Informational (informational) function is a set of actions for material support of material and spiritual production and reproduction.

The cultural function consists of reproductive and productive activities aimed at the free spiritual development of readers, familiarity with the values of national and world culture, and the creation of cultural conditions. It is important to note that libraries do not provide any value beyond their functionality.

The main social mission of libraries as a cultural institution as a whole is expressed in the fact that each individual reader plays the role of an invaluable supporter of culture, that is, a provider of information.

Libraries are translators and exponents of the culture of society, state and nation. Informatization as a global technical and socio-cultural revolution has a significant impact on changing the existing stereotypes of the relationship between the library and society. In the new environment, libraries, especially public ones, as the most open communicative public structures, play a significant role not only as an object of information, but also as an active subject of this process. Social functions Public libraries, equipped with modern electronic

equipment and mastering new library and information technologies, create conditions for attracting a wide range of readers to the new information regime, including them in a new "system of relationships" based on intensive communicative interaction, wider use of information sources and effective handling.

Modern man is characterized as a generation of scientific knowledge and new ideas. Thus, libraries actively influence the formation of "information consciousness" among various strata of society, that is, they recognize the importance of information for the life of any person, its leading role in the progressive development of various features of the information society.

By participating in the collection, storage, production, dissemination and use of information open to the public, libraries create conditions for its development from a secondary factor of socio-economic development to the basic basis of material production, a valuable social product, and a national product. In addition, the role of libraries in the formation of national sources of information and ensuring their widespread use is constantly growing.

Finally, the entire system of modern information and library services is aimed at raising the level of awareness of all strata of the population - from top management structures to the bottom of material production and to a specific person. The level of awareness of the population is the main criterion for its informational character.

In the information society, which is characterized by the dominance of the technocratic paradigm in public consciousness, it is very important for a public library to realize itself as a humanitarian institution with a wide range of cultural and educational functions. Nowadays, the role of public libraries in the humanization of public relations, the preservation and transmission of spiritual values and culture is very great.

Under the influence of the ongoing socio-economic changes and the introduction of new information technologies, libraries are beginning to revise their traditional social functions, goals, objectives and social characteristics. In the new social environment, the main social function of any library - the memorial function - is associated with the collection and storage of documentary (media) information. The smallest public library plays the role of a local custodian of the collective memory of humanity, which determines its role in the overall cultural process.

At the same time, libraries not only preserve elements of cultural heritage, but also participate in the reality of culture, that is, in the transfer of collective memory from person to person, from generation to generation, which in many ways brings the library closer to education.

In the information society, the memory and coordinating functions of the public library are of particular social importance, since they contribute to the humanization of society as a whole and the protection of its morality.

These functions are aimed at differentiating the information needs of individual and different educational structures in the work of libraries (regional studies), the formation of information support systems for education, cultural and educational activities of libraries, which are becoming more and more research-based.

### **Conclusion**

Informatization makes significant changes in the implementation of the main social function of libraries. The range of information services and products offered by libraries is expanding. Library or bibliographic services are being replaced by new forms of communication that can replace original sources and save the user time by providing accurate documents or bibliographic information.

Libraries form factual databases on social, legal, economic issues, local government, entrepreneurship, cultural life and ethnography. Analytical methods of data processing have

been mastered, semantic fragments of document texts (data sets, analytical sets) have been saved, an integrated approach to solving information problems has been implemented, while the consumer receives all the necessary information and consulting services on a topic of interest. At the same time, bibliographic information, which was previously the main product of the library's information activities, is gradually becoming a tool for "internal" use.

Thanks to electronic technology, public libraries have the ability to go beyond their databases to serve the user. At the same time, libraries are increasingly using the products and services of various information structures as intermediaries and channeling of existing resources. This, in turn, dictates not only the need to know the information market perfectly, but also the need to assess the quality of the products and services provided and make the right choice.

Today, an evaluative approach to the composition and content of the received and stored information, as well as information provided to the user using network technologies, is of particular importance. The quality level of the entire information service system of the user (User) depends on this: reliability, efficiency, completeness, convenience, etc.

Public libraries recognize themselves as navigators in a wide range of information systems, which distinguishes them from other communicative public institutions. Thus, the main information function of the public library today is not only to provide access to the information resources of society, but also to acquire a resource assessment and resource-oriented function.

Orientation to information sources - assessment of information sources - access to information sources - this is the formula for the implementation of the information function of public and private libraries in modern conditions. Whereas in the past libraries were targeted at groups of people interested in using their services, libraries have a vested interest in meeting existing needs, today libraries are actively managing the way in which new users are "discovered", not managing it.

A modern person has information needs of a complex configuration. At the same time, a new paradigm of information services is being formed. Rejection of a large number of the same type of services for the general reader and the development of a small number of different services for certain groups of users.

However, in the era of electronic communications, the public library is not the only channel that receives the information it needs. Not every potential consumer can see the benefits of using the library, especially because he sees the library with his own eyes.

The library can convincingly show the advantages of knowing the information behavior of potential consumers: the channels through which they receive information, the level of quality, communicative professional relations, the presence of personal search engines (tools), the ability to work with information, that is, everything that characterizes the level of information culture. And also the dynamics of the process.

Today, readership analysis is not widely used to study the marketing needs and information behavior of particular social groups, which the public library seeks to see as a regular user through market research and procedures. Nevertheless, public libraries are still actively involved in the transition of society to the information age, but they also strengthen its democratic and humanistic foundations and are an important factor in ensuring its sustainable development.

An analysis of scientific, theoretical and practical problems of the social functions of libraries shows that libraries will not only be suppressed and liquidated by the pressure of modernity, but will also increase their prestige as a reliable institution in meeting the information needs of society by organizing a wider range of activities.

Unfortunately, the issue of quality of service in the information service has not yet been studied, and libraries do not carry out evaluation practices in the information service. Digital trends show that our need for quality information services will increase in the near future, and the importance of library infrastructure will become even more visible.

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