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## PROJECT-BASED ACTIVITY AS AN EFFECTIVE STRATEGY OF A MODERN LIBRARY AND ITS IMPACT ON THE EDUCATION AND CULTURAL DEVELOPMENT OF SOCIETY

### LA ACTIVIDAD BASADA EN PROYECTOS COMO ESTRATEGIA EFICAZ DE UNA BIBLIOTECA MODERNA Y SU REPERCUSIÓN EN LA EDUCACIÓN Y EL DESARROLLO CULTURAL DE LA SOCIEDAD

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#### ABSTRACT

The study explores the role of project-based activities in modern libraries and their influence on education and cultural development. The paper examines how project-based activities enhance the educational functions of libraries, encouraging reading and facilitating continuous learning and public engagement. The primary research method is literature review. The findings demonstrate that project-based activities make a significant contribution to the educational and cultural missions of libraries. The key topics identified include the popularization of reading through interactive and continuous learning programs, the development of educational initiatives that promote computer literacy and creative skills, and teaching about local history as part of specialized projects. Project-based activities play a decisive role in modern libraries, supporting their educational and cultural functions. By integrating these activities into their work, libraries can improve their services, interact with various groups of users, and adapt to the changing demands of society.

#### Keywords:

Project-based Activities, modern libraries, educational initiatives, cultural development, library services.

#### RESUMEN

El estudio explora el papel de las actividades basadas en proyectos en las bibliotecas modernas y su influencia en la educación y el desarrollo cultural. El trabajo examina cómo las actividades basadas en proyectos mejoran las funciones educativas de las bibliotecas, fomentando la lectura y facilitando el aprendizaje continuo y el compromiso público. El principal método de investigación es la revisión bibliográfica. Las conclusiones demuestran que las actividades basadas en proyectos contribuyen significativamente a las misiones educativas y culturales de las bibliotecas. Los temas clave identificados incluyen la popularización de la lectura a través de programas interactivos y de aprendizaje continuo, el desarrollo de iniciativas educativas que promueven la alfabetización informática y las habilidades creativas, y la enseñanza sobre la historia local como parte de proyectos especializados. Las actividades basadas en proyectos desempeñan un papel decisivo en las bibliotecas modernas, apoyando sus funciones educativas y culturales. Al integrar estas actividades en su trabajo, las bibliotecas pueden mejorar sus servicios, interactuar con diversos grupos de usuarios y adaptarse a las cambiantes demandas de la sociedad.

## Palabras clave:

Actividades Basadas en Proyectos, bibliotecas modernas, iniciativas educativas, desarrollo cultural, servicios bibliotecarios.

## INTRODUCTION

As libraries in the Russian Federation gain increasing independence and acquire the role of social organizations, new forms of work emerge that define strategic directions for the entire library sector. A critical direction of efforts in this light consists in project-based educational activities of contemporary libraries.

Libraries not only carefully preserve the heritage of the past but, by offering a vast range of information, promote the dissemination of economic, legal, and professional knowledge. They allow people to develop professionally and self-educate, which further contributes to the development of their country's economic, cultural, and social potential. The staff of modern libraries study and systematize information and distribute it through various forms and methods of library activities. An important factor in the success of this line of work is the immediate connection of libraries with their target audiences and potential users and learning of their needs and requests. In the context of education, libraries play a pivotal role in supporting life-long learning and professional development. Historically, libraries have been hubs of knowledge, providing resources and spaces for study and research. With the advent of digital technologies, libraries have transformed into dynamic centers that support a wide array of educational initiatives. The work of a modern library is connected with the realization of such important state tasks as the cultivation of patriotism and the consolidation of society based on its historical heritage, which has a profound influence on the evolution of cultural and social factors on a national scale.

An invariably important role in the development of libraries is played by approaches and technologies that are not traditional for this segment of sociocultural development but help raise the effectiveness of library events, build a positive image of libraries in the eyes of public structures, and create their reputation capital as centers for the cultural and spiritual development of Russian citizens.

Project activities in the library sector not only address the issues of resource provision for libraries, but also push library activities to a higher scientific, technological, and digital level of development.

The development and implementation of library projects allows to reimagine and qualitatively modify the work of libraries in the external environment, create stable connections with other cultural institutions (theaters, museums,

philharmonics, etc.), discover new integration trends in the modern sociocultural space (Jamali & Nabavi, 2021; Nnenda, 2021; Acheampong & Gyamfi, 2021), attract external resources, and build project teams of interested persons and organizations. Thus, the work of social institutions that deal with the creation, storage, and transfer of information is fundamentally revised and qualitatively changed.

The actual implementation of the project technology in the library sector first began amid a reform of the entire social sphere, including library practices. The importance of project-based activities owes to the fact that this format opens a wide range of possibilities for libraries as participants in sociocultural activities and the development of new forms of libraries' cooperation with social partners. It gives new opportunities to attract additional resources in the form of funding and donations, volunteering, etc.

The concept of project-based activities as applied to library activities in has been used by library science researchers from Germany, France, Sweden, and other Western European countries since the mid-1960s (Osipova, 2003).

In Russia, project-based library activities first began to spread in the 1990s, becoming a sign of the times of controversial sociopolitical and economic transformations in the country. In this period, there arose "an objective need to comprehend the priorities and motivation of library services, analyze the resource potential of each library, redistribute its components, and seek extra-budgetary funds to maximize the compliance of library services with the needs of users". (Kiseleva, 2004)

Most contemporary Russian library scientists repeatedly stress that socioeconomic processes have acquired new significance for the technological modernization of municipal libraries in the Russian Federation. The term "technology" implies not only the operations directly associated with library services but, in a broader sense, the use of social mechanisms in the work of libraries.

The potential of libraries is inextricably linked to the development of library specialists' initiative, their ability to apply the positive proven experience as much as their own possibilities allow it, and their project thinking and teamwork skills.

In the late 20th century, Russia saw a sociocultural, professional, and technological transformation of libraries. A remarkable feature of this change was a tendency to introduce new things, a striving for independence, and a search for individual paths of development in a changing society, in contrast to the previous predominant orientation

towards preserving tradition. All this led to the development of the project direction in librarianship.

The library project began to be perceived as a kind of program, drawn up considering the analysis of the library's external environment and technological capabilities (personnel, technology, finances, resources, etc.). The structure of the project incorporates the following sections: objectives of changes; connection of changes with the mission of the library; forms of involvement of participants in the innovation process; elimination of old organizational structures; resource provision; substantiation of the irreversibility of the process; creation of a feedback system. In offering a variety of educational programs, libraries support formal and informal learning. These programs help users build critical thinking, digital literacy, and other important skills (Markula & Aksela, 2022; Zhang & Ma, 2023).

Evolutionary processes in the library sphere in the 2000s served as a catalyst for the search of new non-standard forms of work that would have allowed libraries to reach a new level of development while preserving the best cultural traditions of library life and practice. Libraries faced a difficult task: without abandoning the best in the social practices of the past, they had to solve the problems of extra-budgetary replenishment of their financial resources in addition to the state budgetary funding.

In today's world library projects are inseparably connected with the modernization of the library sector (Brezhneva et al., 2016). The emergence of new technologies and the digitalization of all spheres of human life, including the functioning of the modern library, led modern library specialists to develop and implement projects based on these new technologies. This, in turn, allows to expand the geographical coverage of the users of library products and services and establish strong ties within the professional community in Russian regions.

## METHODOLOGY

In this study, we employed a comprehensive literature review method to examine the role of project-based activities in modern libraries and contemporary education.

Document analysis was conducted by reviewing a wide range of sources, including academic articles, library reports, government publications, and case studies. These documents were selected based on their relevance and contribution to understanding the implementation and impact of project-based activities in libraries. The analysis highlighted common strategies and unique approaches, providing a deeper understanding of the factors that contribute to the success of these projects.

Project-based activities are a prominent modern trend in the development of the library sector because they

encompass the acquisition and organization of library document collections, the development of the material and technical sphere and information and digital technologies, the improvement of the effectiveness of information and bibliographic operations and scientific, methodological, and research work, the PR activities, the development of extrabudgetary funding, and more (Kurgansky et al., 2022).

In today's research, a project can be understood as any ongoing activity with a definite beginning and end, aimed to create a unique product or changing the sociocultural situation. Notwithstanding, a project can also employ traditional forms and methods.

A project is seen as a means of managing library operations. Among the main characteristics of this tool are its limitedness, integrity, consistency, and substantiation, which are distinctive features of a project.

Although project technology has now been used by libraries for a quarter of a century, a uniform terminological system has still not been developed, which gives rise to varying typologies of projects.

The diversity of project classifications in sociocultural work, including libraries, is explained by the multifaceted tasks that can be addressed by these projects: from tasks associated with the transformation of the library's internal environment or the acquisition and utilization of the library collection to the implementation of large projects involving numerous interested partners.

A common approach to describing project types is the scale of the project. The characteristic of a type of library project by the number of subjects involved in it can be described as the scale of activity by the level of participants in the project.

By the level of participants, projects are divided into federal, interregional, regional, and international. Interregional projects are subdivided into:

- republican,
- krai-wide,
- oblast-wide.

By their content, library projects are distinguished into:

- informational,
- social,
- cultural and leisure,
- educational,
- local history, etc.

The development of project thinking in the library and information sector is a lengthy process. Library practice

shows phenomenal functional elements, and the process exists at significant stages of its own development and of the internal space of the library, simultaneously contributing to the development of the external sphere in which the library carries out its activities (Turanina & Kurilova, 2023).

Contemporary sociocultural space is inconceivable without the active promotion of project activities. This applies to all organizations in the cultural sphere, including libraries. It is important to consider the specific type of organization, since modern cultural institutions are a multifaceted concept that covers a variety of activities: cultural-entertainment, cultural-educational, leisure, etc. The most important component in the success of project activities in any cultural institution is understanding the specifics of such projects.

In the library sphere, project activity, as a rule, is closely connected with the grant activity of the given library. The implementation of any project implies complex expenses and, consequently, involves not only budget financing from the federal budget or the budget of the constituent entity, but also the attraction of funds from extra-budgetary sources (public and private foundations interested in the development of cultural institutions).

The strategy of the library sector is connected with the implementation of the project direction in modern library practice. Therefore, it requires a clear understanding of the essence of a project as a concept and the classification and differentiation of projects implemented by Russian libraries.

The practice of the project-based activities of the modern library suggests the following classification of the entire range of projects implemented in Russia into three global groups (Kiseleva, 2004):

#### 1. Projects whose main objective is to popularize reading.

These projects are particularly popular in today's children's libraries. In practice, their implementation is connected with quests, literary lounges, and the organization of family reading clubs. Such events should be regular components of the library's work plan rather than one-time events.

The creation of regional interactive literary maps contributes to the popularization of reading among users of different age groups. This type of project activity can later transform into a national interactive literary map.

The distinctive feature of this kind of project is that, unlike non-systematic events, the purpose of which is to popularize a book, project-based activities have a target audience, are ongoing, and facilitate the engagement of as many target and potential library users as possible.

#### 2. Educational projects, the main purpose of which is to develop a complex of information and creative competencies in users.

As a rule, these projects are indirectly connected with the popularization of a specific book and reading overall. However, the main mission of libraries – the popularization of reading – is directly achieved through the implementation of educational projects. In practice, educational project activity involves the active engagement of users of the modern library in creative activity. For example, as part of such projects, modern libraries actively create and run screenplays, theater studios, film clubs, painting and applied arts studios, etc.

Although these projects are not directly related to library activities at first glance, modern librarians reorient them to fit the functions of these cultural institutions. For example, a library film club can show films created based on the classics and novelties of world literature and the activists of a library painting studio can create illustrations to favorite literary works, etc.

#### 3. Local history projects, whose main purpose is to popularize and develop knowledge about the small homeland.

Local history projects have high cultural significance and allow developing the image of a region as a constituent entity of Russia that bears great cultural potential. Libraries create their own local history resources in the form of presentations, videos, and electronic folders with text materials, photos, and other thematic resources.

An important facet in the work of modern libraries relating to local history includes collecting information about regional writers, compiling maps of monuments to literary heroes in the region, and creating media content about the historically significant places of native land.

A great role in the development of local history activities of modern libraries is played by the creation of libraries named after prominent figures and museum-libraries dedicated to prominent countrymen.

Local history projects in different Russian regions reflect the specifics of constituent entities, becoming not only the most important components of library activities in the country, but also a kind of visiting card of the region.

## CONCLUSIONS

The study of the history of project-based activities demonstrates the change in the content of the concept. Initially, the term referred exclusively to the scientific and technological efforts of humanity. The concept of project has now expanded to include the transformation of intangible spiritual assets. Therefore, the definition of project-based activity now covers not only the production but also the sociocultural sphere.

Objective preconditions for the use of project technologies in the sociocultural sphere were laid down in the 1980s-1990s. Libraries as elements of the social system began to actively develop the project direction, incorporating it in other areas of their work, in the early 1990s, which was connected with the reform in Russia's sociopolitical system.



The resource potential of libraries is increasingly tied to the active initiative of library staff, the use of modern social technologies, and the attraction of extrabudgetary funding. The integration of project activities into the work of modern libraries represents a strategic evolution, positioning libraries as central figures in the educational and cultural development of society. By promoting continuous learning and community engagement, libraries not only preserve cultural heritage but also actively contribute to the education and development of their users.

Library projects are distinguished by a great variety of organizational forms and activities of their staff and users. By initiating various projects, the modern library, whose activity is traditionally connected with the storage, creation, and transmission of information, can take a niche of a unique intellectual center, rooted in the dissemination of knowledge not only in historical terms, but also from the standpoint of the modern understanding of the culture and sociocultural development of the country.

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