Promoting reading culture, the role of stakeholders and ICT for societal development

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Abstract
Reading is a culture and intellectual action mostly formed as a habit from childhood. This paper carefully examined the promotion of reading culture for better societal development and the role ICT and stakeholders played to bring back the culture of reading in our society most especially in schools. The paper provides a thorough review on stakeholders involvement in reading culture, they include, the government, schools, teachers, students and librarians. It identify roles ICTs played to transform reading culture in the knowledge age. The study concluded that reading culture builds morals and societal values in students and serves as a pathway to success in any economic driving society.

Keywords: Reading Culture, Libraries, Schools, ICT, Government, Student.

Introduction
The society is a dynamic environment with different culture, principles, practice, norms and believes that has enriched the citizenry lives. The dynamism of this environment could be an art or values that the citizenry cultivated at their early stage in life. Knowledge which is the most paramount that is been sorted after and received from societal art and values are acquired with the aid of learning and development (education) through sharing and transfer. Sharing and transfer is the transmission of knowledge through reading. Reading is a culture and intellectual action mostly formed as a habit from childhood. This is very important and it represents an aspect of human life that forms the bedrock of education.

Access to knowledge is essential to human as well as educational development and one of the major ways of acquiring knowledge is reading. Reading can be defined as a foundation upon which educational and intellectual skills are built. In actual fact, reading is a way of improving human productivity, vocabulary and language skills. According to Tella and Akande (2007) reading is the ability to self-educate, learn and understand one's own experience, discovery and to transform life and society.

Reading is one of the oldest ways of life from the human civilization and according to willinsky (2017), is a basic life skill which is a must for human to acquire and a cornerstone for success throughout life time. Reading emanated from the invention of printing press by Johannes Gutenberg, a German printer who initiated printed word at the fingertips of human as a measure to change the oral society to a dynamic world with printed paper materials.

UNESCO, an international organization responsible for children's educational development has been in the forefront of the campaign for reading since 1972 with the declaration of the International Book Year (Bamberger, 1975). The organization aim is to propagate the culture of reading. However, UNESCO penned down April 23 every year as the World Book Day. The aim is to sensitize and remind the world the importance of book and the promotion of reading culture, particularly young people discovering the pleasure in reading.

To further reciprocate the promotion of reading most especially in Nigeria, the Reading Association of Nigeria, the Nigerian Book Development Council, the Book Aid Organization and Nigerian Library Association has been assiduously campaigning for good reading culture among Nigerian student. Through the struggle and been in the forefront of the campaign, the National Library of Nigeria has been sphere heading in sponsoring the readership campaign in Nigeria. The former president of Nigeria, Goodluck Ebele Jonathan also came up with an initiative called "Bring Back the Book (BBTB)". The main goal of the idea is to revive reading culture among young people in the country.

However, there is a general adage that says every reader is leader. Students who passionately engage in reading would have an edge over their contemporaries and have better societal values. Such student would have a positive thought, acquire knowledge and have better information that surpasses his colleagues through reading. No wonder, the English philosopher Francis Bacon (1561-1626) was of the opinion that "speaking makes a ready man and writing, an exact man, reading makes a full man".

It is assumed that the difference between developed and developing countries is as a result of their citizens cultivating the habit of reading. Sandars (2007) explained reading culture as a practice of acquiring knowledge, facts through the printed materials. She further cited an example that the practice could be realised through the reading of friction and non-friction books, and online sources. These assertions further reiterate the fact that reading culture should be imbibed by citizens if the future of nations is to be guaranteed. Okebukola (2004) asserts that through reading humans have what it take to pass on knowledge to generations. However, in a survey by the Book aid international (2003), the result shown that majority in developed country reads for relaxation, while in developing countries, they read only for passing examinations.

The responsibility of laying the foundation of reading in our nation is adhered to some stakeholders who are saddle to transform the educational sector through advocating for reading. To further expatiate, who are stakeholders? Stakeholders are target individuals or groups saddled with the

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sole responsibility to fulfill the mission and vision of a particular organization and sustaining its products, services and outcomes over time.

According to Ogugua, Emerole, Egwim, Anyanwu and Haco-Obasi (2015), for a nation to surely have a transformed reading society, the foundation has to be laid in the school and by parents at home. The responsibility of the educational sector, government, teachers and parent cannot be over emphasized in the development of a child education in our contemporary society. Even though, the government has failed in their obligations to give their citizenry good and quality education. The governments have not only failed but they have shelved their priorities in giving attention to education in their budget; they tend to focus on stomach infrastructure, poverty alleviation and constituency project which would later be abandoned or decayed as a result of lack of maintenance culture.

However, the educational sector has been worrisome to the citizen in many quarters due to poor implementation of policies and having to deal with inconsistency in the government approach to develop the educational sector, poor educational advisers and lack of consultation from the elite. This and many more have contributed to the poor performance of students and lack of productivity in the part of teachers handling the students. Ajayi, Shorunke and Aboyade (2014) assert that one of the major problems facing the educational system most especially in Nigeria is first government and second parents' inability to continuous education after school hour. This inadequacy has resulted in students failing examination most especially at the senior secondary level of education due to lack of infrastructure such as school libraries, inadequate information and communication technology facilities and improper classroom settings.

However, the advents and introduction of ICTs facilities in schools, internet access to students at their various home, video games, cell phones, and other gadgets as become a major problem that leads to the absence of reading culture among the students. Umar (2012) is of the opinion that "students now have viewing culture instead of reading culture because of the advents of these ICTs gadgets". This assertion could be as a result of non-availability of ICT driving information sources such as texts books and other reading materials both in the school library and at homes which forms lack of reading culture among students. Nevertheless, ICT has its own importance and usefulness.

The use of information and communication technology for reading as becomes an immense importance in our contemporary society. The world is a global society where ICT has transforms the entire globe into an information society. Information society is a society where dependable information is used to acquire knowledge for advancement, change in today environment and economy development.

ICTs are a combination of hardware and software applications used for processing information. It is task with retrieving, processing, storage and transfer of information for actual use. The use of ICT as a tool for learning in the educational sectors cannot be over-emphasized as it has served as a catalyst in learning, teaching aids and reading culture of students. Due to this fact, many have tagged the 2st century generation as "born digital" due to their sophisticated method of handling ICTs.

Student and Reading Culture

Once a child has been rooted and developed interest in reading and the love for books, such a child can discover for himself the wealth of human knowledge and experience. Reading is an indispensable skill that is fundamental to the overall development of students in the entire globe at all levels of education. According to Ngwoke (2016) "reading is expected to form part of students' habits and good reading habit is a precursor to information, education and communication strategies".

Students, who enhance in the culture of reading, strive to become readers. They are always focus and do not indulge in any forms of distractions that can affect their academic performance. Reading has a positive effect on the academic performance of students. Adesulu, Adewole and Amos (2017) in their study on reading culture of secondary school student in Nigeria, the findings shows that about 30 million students who graduated from secondary schools have poor reading skills during their stay at school. Therefore, developing a poor attitude towards reading can create lack of self-esteem, failure, poverty and illiteracy, addiction to social media among the students. However, student should not allow distraction of any devises most especially social media and other forms to distract them from the pool of reliable information sources available on the internet for reading.

Teachers and Reading Culture

Teachers are role models who transfer both academics and moral instruction to students. Teachers are regarded as the second parent to students. They spend an average estimated eight hours a day and five days a week to instruct students on various subjects, values and principles of life. This assumes that out of twenty four hours a day, teachers have access to one quarter hour a day out of the twenty four hours to tutor the students.

However, in developing educational competency among students, reading culture is one of the important necessities that a teacher must not overlook in today digital age. In Pierre (2012) opinion, "teachers should be passionate about reading and act as model readers to their students". Teachers' responsibility in inculcating reading culture among students in schools must be taken with an enthusiastic approach. Teachers should first present themselves as a reader in order to encourage their student to read.

A teacher who intends to inculcate reading culture among students must acquire adequate information from all-round sources and should not only depend on lesson notes and instructional materials. They must not only read it but teach and recommend those reading list consulted to student and give them assignment. This and many more will make the students embark on research through reading.

In spreading the culture of reading among students, teachers should test their students reading competency and

should train them from the elementary to a stage where they can enjoy reading as a form of relaxation. However, teachers should always organize various activities that will improve the reading culture of students. They should organize reading clubs by providing interesting materials which students can read and discuss together in the class. Also, teachers should organize reading competitions with prices. This will challenge the students to take reading as priority.

However, teachers should be giving the opportunity to attend conferences organized on reading and they should be encouraged to join Reading Associations at National and International levels in order to be acquainted on the latest information and development on reading.

Government, Schools and Reading Culture

School is a major stakeholder in enhancing reading culture. It is one of the sectors that cannot be undermined in the development of any nation. Both government and parents may not have quantified the importance of schools in the lives of their wards. However, most schools have failed in providing adequate educational resources for their students due to lack of government finance and inadequate human capacity to cater for the students' needs. According to Kolawole (2009) schools most especially in the developing countries have failed to provide funding, functional libraries, ICTs facilities, books and teachers who can promote reading culture at basic level of education. Therefore the challenges faced by student on reading culture at the high school level are the poor foundation laid by schools and government

However, to improve the reading culture of students in schools, there should be an inclusion of programs organized to encourage the students. Schools should strategically create and organize book exhibition, creative writing, book talks by school media officers, form book clubs and mobile reading. They should also establish reading competitions with rewards by inviting other schools to compete with their students.

The school should fix a time for reading by including reading period on the school time table. This will enhance students to imbibe the culture of reading and therefore improve their reading culture. Schools should see reading as an occasional routine that cannot shelf away in nurturing their student.

School should partner with parents' teachers association to establish a strong foundation for reading culture among school students. Parents should be sensitized on ways they can help their children at home to become a passionate reader. Once good reading culture has been inculcated in schools, it will be easier for student to succeed at the higher level of education.

Library and Reading Culture

Library is an institution established to create educational support for both teachers and students. It can be seen as the acquiring, retrieving, processing, disseminating and housing of intellectual materials both print and non-print. Thus, the importance of libraries cannot be over emphasized as it serves as a back bone to teaching in schools and institutions of higher learning.

Generally, libraries are literally refer to as a reading hall where students gather to consult readable materials for assignment and examination purpose. However, it is important for libraries to adequately select materials that would interest the students. Libraries should carry out a survey to investigate materials that would catch the attention of their target audience and acquire such collections. Current awareness services must be encouraged among libraries to inform students on the latest available materials in the library. This and many more will arouse the interest of students to reading in the library.

However, other ways libraries can make student discover pleasure in reading should be introduced such as excursions to other libraries, exhibitions, group reading and resuscitation of mobile library services. Also, libraries should form readers' club where students during their leisure time can engage in reading motivational and inspirational books, story and historical books.

To provide effective library services to students, the government through the Ministry of Education, parents and other well-meaning individuals should rise up and fund libraries to acquire needed materials for students to advance in their knowledge. Also, they should not relent in their effort to build schools libraries in all primary and secondary school in the country as well as public libraries in all local government areas.

Parents and Reading Culture

Parents are regarded as the students' first teacher from childbirth. They are the picture students read from their infant stage in life. According to Haliru, Abdulkarim, Mohammmed and Dangani (2015) parents in the developed countries cultivate the habit of introducing children to reading early in life before they step into school. In this regard, children can take reading as a means of self-development even at their pre-school age.

Parents should procure reading materials and picture books for their children as well as read those materials to their children. They should not leave the education of their wards in the hands of teachers whereas reading culture must become a habit especially in the home from childhood and be nurtured into adulthood.

Therefore, parents who claim to be busy and do not take the education of their wards as a necessity are in jeopardy of producing illiterate in the nearest future. Castro, Expósito-Casas, López-Martín, Lizasoain, Navarro-Asencio, and Gaviria (2015) most parents have failed in their duties to provide a conducive reading environment full of adequate materials that will expose them to reading. These shows that most parents have negatively influence their children's performance in school due to the inability to support their children education from home. Not known to parents, these same issues have degenerated into the society especially in developing countries in such a way that leaders of nations are not readers. This has resulted into poverty and underdevelopment.

Information and Communication Technology and Reading Culture

Information and communication technology is an important educational and communication tool that a nation cannot do without at this digital age. The emergence of ICT into the global environment has pave way for greater exploit at the economy, educational, sport and culture and tourism sectors. Most importantly, ICT has been a remedy to educational revival in this contemporary age. It serves as an instrument for teaching aids, instructional materials and electronic library to improve reading culture among student.

However, the importance of ICT in cultivating reading culture among students cannot be over emphasized. It serves as a catalyst to educational development in the globe. Thus, without the introduction of ICT into the educational sector to support reading culture, nations would have been thinking of how to tackle the issues of poverty, bad leadership and illiteracy among the populate.

The provision of ICT tools at both schools and by parents at home will go a long way to fashion out reading culture in students. According to Issa, Amusan, Adeniran and Bolarinwa (2014) study on the exposure of ICT gadgets of students on reading culture. The study revealed that students were exposed to various range of ICT gadgets such as computers, iPad, smartphones and interactive boards. Thus, Students' utilized ICT for many educational purposes such as reading online education sources, online literatures, educational videos, games, news and leisure books for relaxation. In Chauhan and Lai (2012) survey on the impact of ICT on reading culture of high school students. The report shows that reading culture of high school students changed from paper based to an ICT base reading. They indicated that majority of the students read online educational sources on a daily basis. Also, the students use ICT to listen to music, view online photo albums, chat with friend and send and read emails.

Also, Kumara and Sampath Kumar (2018) in a study on the effect of information and communication technology on the reading culture of the students of Tumkur University. The findings indicated that majority of the students agreed that printed materials are more costly than the use of ICT for reading. The study revealed that students access ICT on a daily basis for academic support. They suggested that the university authorities should provide adequate ICT facilities to support reading and learning and development for the students.

Importance of Reading Culture

Reading provides knowledge through which students may expand their intellectual horizons and gain deeper understanding. Ogugua et al (2015), acknowledged the fact that reader seeks to understand the world around them and its significance and uses it to enhance knowledge.

Good reading culture will improve students' vocabulary, pronunciation and learning. Reading culture is important to every student to achieve good success in their academic pursuits. However, it is very germane for all stakeholders such as government, parents, teachers and librarians to promote reading culture

Developing good reading culture would improve the students' comprehension skills, vocabulary, pronunciation, speed, knowledge and lifelong learning. UK essay (2015) describes that "reading also improves a person's vocabulary, spelling, writing skills, fluency, proficiency, language enrichment, cultural enrichment, critical thinking, personal involvement, sociolinguistic and pragmatic knowledge and emotional intelligent".

Isaac (2007) listed the following as benefits of reading culture among students:

1. Reading is an active mental process and it makes one thinks more and becomes smarter.
2. It is a fundamental skill builder.
3. Improves vocabulary, especially challenging ones, it exposes one to many new words.
4. It improves concentration and focus.
5. It improves discipline and does away with distraction.
6. Builds expertise, reading many books on a subject for a long time makes a person an authority in that subject area.

Factors hindering reading culture

Various determining factors affecting good reading culture among students most especially developing countries.

1. Lack of government policies and implementations
2. Lack of functional libraries to enhance reading culture of students
3. Inadequate funding to acquire information materials that will intensify reading
4. Non-existence of public libraries in all local government areas
5. Non-availability of professional human resources such as librarians and certified teachers.
6. High rate of poverty and illiteracy among parents are one of the reasons for poor reading culture.

Conclusion

Enhancing reading culture is a must for all and a concern to all stakeholders involved in the educational sector. Every student must possess reading culture in order to improve their academic performance. Reading culture builds morals and societal values in students and serves as a pathway to success in any economic driving society. Stakeholders involved in the educational sector should strive to inject resources such as funding, ICT facilities, human capacity development and establishment of school library as well as public libraries across all the local government areas to encourage reading culture in order to improve the academic productivity of the students. However, all stakeholders should pay close adequate attention to the development of reading culture among students. ICT as a tool for reading culture has greatly improved the information accessibility of students through having access to non-printed materials. The information sources retrieved, the email messages, educational video

games and photography sorted after by student with the aid of ICT from academic platforms has impacted the students reading culture.

Conflict of Interest

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