



Social functions of library journalism and their role in the development of the library sector

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Abstract. The study explored the social functions of library journalism and their role in the development of the library sector, which was relevant in the context of the modern information-driven society. Libraries perform a much broader function than just preserving knowledge, serving as socio-cultural centres that promote access to information, support cultural development, and facilitate communication between different social groups. The study aimed to identify and analyse the main social functions of library journalism, and their impact on the formation of an informed society, as well as to determine the main directions of library transformation in the digital age. To achieve this goal, the following methods were applied: analysis of the research results, abstraction and specification, sistematisation, and identification of cause-and-effect relationships. The conclusions emphasised the importance of libraries as centres of social influence, which not only promote access to knowledge, but also support interactive and innovative forms of interaction with the audience, stimulate interest in learning, and ensure convenient access to information resources necessary for the development of both the individual and society. The study results indicated that library journalism fulfils important social functions, enhancing the role of libraries as cultural, educational, and informational centres. The informational, educational, communicative, promotional, and cultural-educational functions contributed to the promotion of reading, the preservation of cultural traditions, and the formation of a positive public image of libraries. In the context of digitalisation, libraries actively adapted by leveraging social media, artificial intelligence, and big data analytics to personalise services and meet user needs. Educational activities foster critical thinking, and information literacy, and reduce information inequality. The practical value of the research lies in the possibility of applying its results to optimise library communication strategies, allowing libraries to effectively fulfil their social functions

Keywords: social media; resources; blogging; digitalisation; communications; information society

Introduction

Library journalism is a substantial component of the modern information and communication system that provides society with information on library activities, and their cultural, educational, and social contributions. This branch of journalism aims to promote libraries, improve their reputation, and stimulate interest in reading and cultural development. In the context of the information society, the social functions of library journalism are crucial for the integration of libraries into the general information space, expanding the user audience, and shaping a positive image of libraries in public

opinion. It performs educational, cultural, integrative, informational-educational, and socio-communicative functions, which together contribute to the development of the library sector and strengthen its role as a centre for preserving and disseminating knowledge (Boyles & Meisinger, 2020).

The modern state of library journalism worldwide is characterised by dynamic development, driven by the influence of digitalisation, the growing role of social media, and the need to support the cultural and educational mission of libraries. In many countries, library

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journalism is transforming according to modern societal demands, including the development of electronic platforms for informing users, the active use of social networks, and the creation of interactive content. In the USA, European and Asian countries, the number of publications promoting libraries and popularising reading is increasing, which positively impacts the library sector and its perception in society. Innovative interaction formats, such as virtual tours, podcasts, and video content, contribute to engaging young audiences and increasing interest in library services. Therefore, the global development of library journalism is substantial for the adaptation of libraries to modern challenges and expanding their socio-cultural influence (Horban *et al.*, 2024).

Yu. Shlapak (2022) analysed the new role of libraries as communication centres. The study emphasised that libraries provide access not only to present collections, but also to a wide range of information resources, regardless of location. The author also highlighted the importance of libraries as information centres in supporting government policy and providing legal and social information for the population and local authorities, which underscores their social responsibility. I. Yarema (2021) examined the significance of libraries in the modern information society. The author highlighted the transformation of libraries into scientific and informational centres, which meet the needs of modern users and adapt to new means of communication, ensuring flexibility in responding to information requests. S. Khrushch (2021) described the value guidelines underlying the functioning of modern innovative media spaces in libraries. The author formed the concept of an innovative media space as a necessary element of modern libraries, determining their effectiveness in response to societal digitalisation and changes in user demands.

The author V. Strungar (2021) analysed the role of libraries in social media in detail. The study analysed methods of library communication activities development through social media, and identified promising directions for improving library processes, emphasising the need to transform libraries into centres of interactive information environments capable of meeting the challenges of the modern digital space. M. Makarova (2024) investigated the processes of digital transformation of libraries. The author emphasised the importance of adapting libraries to new conditions, which requires the expansion of their functions to meet users' informational needs in a dynamic information space.

A.P. Wickramarachchi (2021) explored the social role of public libraries in transforming society. Researcher analysed, how automation has impacted the duties of librarians, particularly regarding the support of technological skills within the community, emphasising the social significance of libraries for education and ensuring equal access to information and communication technology (ICT). J.L. Boyles & J. Meisinger (2020)

examined the impact of automation on the activities of librarians in news organisations in the USA. Using an actor-network approach, the authors explored the role of librarians as keepers of institutional knowledge, highlighting the importance of their efforts in the context of journalism automation and the changing roles of librarians in the modern information space.

The study aimed to determine the social functions of library journalism and analyse its role in the development of the library sector in the context of the information society. Research tasks:

- To define the functions of library journalism and their impact on the development of the library sector.
- To characterise the tools, platforms, and role of social media in library journalism.
- To analyse the challenges and prospects of library journalism in the context of digitalisation.

The scientific novelty of the study was determined by the comprehensive analysis of the social functions of library journalism as a key element of modern library communication, as well as by the identification of innovative approaches that contribute to increasing the effectiveness of library journalism in the era of global digitalisation.

Materials and Methods

In the research dedicated to the social functions of library journalism and its role in the development of the library sector, various methods were used to comprehensively study both theoretical and practical aspects of the issue.

To study and systematise the various approaches to library journalism as a social phenomenon, the following methods were chosen: document analysis and results of researchers' activities, abstraction and specification, data systematisation, and identification of cause-and-effect relationships between the main aspects of the functioning of library journalism. These methods were used to analyse the achievement of new scientific results and form a theoretical model describing the role of library journalism in the development of the library sector.

Methods were selected based on the specifics of the research and the need to obtain scientifically substantiated and representative results. A detailed description of each method's application in the context of specific research tasks was as follows:

- Analysis of the results of researchers' activities. This method was used to analyse and systematise the existing materials and results of previous research on the social functions of library journalism and its impact on the development of the library sector. This approach was used to define the scientific context for the research, specifically determining the current state of the issue globally, evaluating achievements, and identifying potential directions for future development.
- Abstraction and specification. During the research, abstraction and specification methods were used to highlight the essential characteristics of library

journalism, specifically those that contribute to shaping a positive image of libraries, ensuring information security, and supporting cultural and educational activities. Abstraction defined the core concepts of the research, while specification was used to apply these concepts to the practical aspects of library journalism.

- **Systematisation.** The systematisation method was used to structure the obtained data and results, highlighting the main social functions of library journalism and their impact on audience interaction. Systematisation was used to generalise and present the information in a coherent structure, facilitating easier comprehension of the results and enabling further analysis.

- **Identification of cause-and-effect relationships.** This method identified dependencies between the social functions of library journalism and the development of the library sector. The analysis of these interconnections determined, which functions impact the promotion of libraries among various social groups

the most and shape a positive image of libraries as modern cultural spaces.

Results and Discussion

Library journalism performs a range of important social functions that contribute to the development of the library sector and enhance its significance in modern society. In the context of the information society, where access to knowledge and cultural resources is becoming increasingly important, library journalism acts as a mechanism for communication between libraries and the public, shaping a positive image of libraries and promoting reading. Due to its multifunctionality, it raised public awareness about library services, supported cultural development in communities, and stimulated interest in learning and self-education (Klymenko & Sokur, 2021). Below is a detailed overview of the main social functions of library journalism, their role, and significance for the development of the library profession (Table 1).

Table 1. The main social functions of library journalism

Type of function	Description of the function
Information function	The information function of library journalism involves informing the public about the resources, services, and activities of libraries, including cultural and educational events. It ensures transparency in the library sector, builds trust with users, and raises awareness about library offerings
Educational function	The educational function focuses on promoting reading, developing information literacy, and fostering critical thinking. It highlights libraries as centres for cultural and intellectual development
Communication function	The communication function ensures interaction between libraries and the public, establishing a two-way dialogue and fostering social communities. It helps adapt library services to societal challenges
Advertising function	The advertising function is aimed at promoting the library, increasing its visibility, and attracting new users. It includes the creation of PR materials and the organisation of advertising campaigns
Cultural and educational function	This function supports cultural traditions and promotes knowledge about literature, art, and history. It fosters the development of aesthetic taste and cultural responsibility among users

Source: based on H. Salata (2019), V. Strungar (2021), Yu. Shlapak (2022)

M. Kawamoto & M. Koizumi (2022) noted that the implementation of these functions by library journalism substantially contributed to the development of the library sector, integrating libraries into the modern information space, and increasing their role as socio-cultural centres within society. Tools and platforms of library journalism are crucial in modern library activities, ensuring effective public communication, attracting new users, and integrating libraries into the digital space. With the expansion of information technologies, libraries can use various platforms and formats to disseminate information and fulfil their cultural and educational missions. The main tools and platforms of library journalism can be divided into traditional and digital; each has advantages and characteristics (Yarema, 2021).

Despite the growth of digital technologies, traditional media, such as printed newspapers and magazines, remain a substantial communication channel for

libraries. Through these mass media, libraries can reach a wide audience, including those with limited access to the internet or, who prefer traditional sources of information. Publications in newspapers and magazines allow libraries to showcase their events, programmes, and new acquisitions in a format that ensures formality and builds trust with readers.

Such publications can include articles, interviews with librarians, reviews of new publications, and reports on events held at libraries. In addition to informing, print media help to shape the image of libraries as reliable and authoritative institutions, which is an essential element in maintaining public trust in the library profession. Traditional media also effectively attracts the attention of local communities, as materials in regional newspapers can encourage visitors to actively participate in library events and programmes (Oyetola *et al.*, 2023).

Notably, digital platforms have become one of the most effective communication and library-promoting methods in modern society. Library websites are key resources, where users can learn about services, opening hours, and collections, and discover new events or programmes. Besides basic information, library websites often feature interactive elements, such as online catalogues, book reservation systems, virtual exhibits, and access to e-books and databases, which expand user opportunities and improve the convenience of using library resources.

Library blogs have become another important way of interacting with the audience, allowing for the posting of up-to-date materials, book reviews, news about library developments, literary reviews, and even articles on cultural topics. This format encourages interaction with users through comments and discussions, fostering an environment, where people can share impressions and experiences. Blogs help libraries appear more “human” in the eyes of readers, creating a personal connection between librarians and the community.

Social media platforms, such as Facebook, Instagram, Twitter, and YouTube provide a much broader audience reach due to the ability to quickly and effectively disseminate information. The use of social media allows libraries to respond to current communication trends, engage young audiences, and create creative content, which may include images, videos, stories (such as Instagram Stories), and interactive polls. Social media enables libraries to quickly share news, event announcements, book recommendations, and information about new services, which stimulates audience engagement and helps build a positive image of the library as a modern, open-to-communication institution (Henry Chukwudi *et al.*, 2020).

Innovative formats, such as podcasts, video content, and virtual tours, create new opportunities for engaging users and promoting libraries. Podcasts provide libraries with a platform to compile audio materials that may include interviews with authors, book reviews, lectures on history, literature, or other cultural topics, as well as discussions on current trends in publishing. Using podcasts, libraries can reach audiences, who prefer audio formats due to their convenience, especially busy individuals, who listen to podcasts while travelling or exercising.

Video content was used by libraries to implement interactive projects and presentations, which may include reviews of new acquisitions, instructions for using library services, recorded lectures and events, as well as educational videos for different age groups. Video content is particularly effective in conveying the emotional aspects of library activities, stimulating interest in books, and visually reinforcing the value of printed materials. By incorporating dynamic visuals and engaging formats, video content helps bring library resources to life and connects with users on a

deeper level, making libraries more accessible and relatable to a wider audience.

Virtual tours are another innovation that allow users to explore a library from the comfort of their homes. Virtual tours are especially beneficial for large libraries or those with historical interiors, as visitors can learn about the space and resources before visiting. This feature can help attract new users by creating an impression of accessibility and openness. Virtual tours can be used by potential visitors to engage with the library’s environment virtually, being a first step toward the integration of new users into the library community. It creates a sense of connection and curiosity, encouraging users to visit in person and take part in library programmes.

Thus, modern tools and platforms for library journalism provide vast opportunities for promoting libraries, enhancing their societal significance, and actively engaging new users by creating new interaction formats that meet the demands of the information society (Mills & Wagemans, 2021). These tools not only improve how libraries connect with their existing audiences, but also help reach new and diverse groups, ensuring the relevance and impact of libraries in the digital age.

Social media has become an essential channel for libraries aiming to expand their audience and adapt to the evolving information landscape. The capabilities of social platforms enable libraries to effectively communicate the mission, unite communities around educational initiatives, promote cultural development, and attract new user groups. However, to achieve these goals, libraries must employ the unique characteristics of library journalism and the various aspects of its functions, tools, and platforms used for public communication. This is crucial for the compilation of content that resonates with diverse audiences and effectively engages the public.

Social media substantially contributed to the development of library journalism, facilitating the modernisation of traditional communication methods and improving, how libraries interact with the public. By using social media platforms, libraries can extend their reach, particularly among younger audiences, and create opportunities for partnerships with popular bloggers and influencers, which can significantly enhance the visibility of libraries and their initiatives in society.

Adaptation of content for social media has become essential for libraries seeking to maintain a connection with younger generations, who primarily consume information in a digital environment. The youth audience tends to have a short attention span, constant access to information, and a need for interactivity, all of which require libraries to use modern, visually appealing, and interactive forms of communication (Yarema, 2021). Social platforms, such as Instagram, TikTok, and Twitter enable libraries to create diverse content, including images, short videos, stories, and interactive polls, which effectively communicate information on library

resources, events, and initiatives. For instance, short video clips can be used to review new arrivals or book recommendations and encourage young users to visit the library or access its online resources. Stories on platforms such as Instagram allow libraries to continuously update users on events and programmes, maintaining audience engagement without overwhelming them with excessive information.

A.P. Wickramarachchi (2021) emphasised that “adaptation of content for social networks also requires visual appeal and interactive elements such as hashtags, geolocation, and commenting functions, which promote two-way communication. This helped create a dynamic environment, where users not only receive information, but also interact with the library through discussions, post sharing, and leaving feedback, stimulating their participation and engagement”. Therefore, by adapting content for the youth audience, libraries can not only draw attention to their resources and events, but also maintain a positive image as a modern, integrated institution within the information society.

Thus, the adaptation of content for social media has become essential for libraries striving to meet the modern demands of younger audiences, making libraries more engaging and accessible in the digital age. By effectively employing social media platforms, libraries can enhance their visibility, foster stronger community connections, and continue to fulfil their educational and cultural missions.

The use of the influence of bloggers and opinion leaders on social media has become effective in promoting library projects, especially among younger audiences, who trust the recommendations of people they follow on social networks. Collaboration with opinion leaders can be productive for libraries in campaigns aimed at promoting reading, educational initiatives, or attracting people to library programmes. Libraries can initiate partnerships with bloggers, who specialise in book reviews, literature, education, or cultural topics, providing them access to their resources or offering unique content that these influencers can incorporate into their own media flows.

For instance, such bloggers can review new publications, host book marathons, attend library events, or even participate in creating educational and cultural projects. This approach not only helped spread information about libraries, but also presented them as places of cultural exchange that encourage exploration and development. A practical example of this partnership is the collaboration between the New York Public Library (NYPL) and popular book blogger Emma Hill, who created reviews of new literary works and organised book marathons for Instagram audience. NYPL provides access to rare editions and new books, as well as invites to exclusive events such as book presentations and exhibitions. The blogger regularly posts reviews and shares impressions of library activities, attracting new users

to the library, simplifying access to resources, and popularising libraries among young people. This partnership allows the library to become a centre of cultural life, engaging an audience that is oriented toward digital content (Choi, 2024).

Partnerships with opinion leaders also create opportunities for social verification, which is a substantial factor in influencing the modern information economy. Blogger recommendations are often perceived as more reliable and authentic compared to traditional advertising, which increased interest in library services and strengthens the connection with the youth audience. Moreover, such collaborations can contribute to long-term campaigns that raise readability and literary awareness among young people, drawing attention to the importance of reading and the development of information culture.

Thus, involving social media as a library journalism method created new possibilities for the expansion of the connection between libraries and society, especially with the younger generation. Through active online engagement, libraries can shape a positive image, emphasising their role not only as places for storing knowledge, but also as open, modern, interactive cultural spaces that adapt to the needs of the digital age. The creation of such an image is a crucial element of the library development strategy, as the modern library aims to be not only an information centre, but also a place for cultural enrichment, exchange of ideas, and creative realisation. Formation of a positive image of the library as an interactive centre involved its ability to meet the needs of different audiences, creating conditions for dialogue and engaging the public through innovative events, virtual programmes, educational projects, and partnership initiatives (Kharytonenko *et al.*, 2023).

M. Makarova (2024) noted that the formation of a positive image of the library as an open, modern, and interactive cultural space is a substantial strategic task that reflected contemporary trends in library work and the demands of the digital society. Information environments and libraries aim to be not only sources of knowledge, but also platforms for communication, interaction, and cultural development for various social groups. This task involved the creation of an atmosphere of openness and accessibility, where users feel welcome and actively engaged in educational, cultural, and community initiatives. The interactive approach is implemented using modern information and communication technologies (ICT), such as digital databases, multimedia resources, virtual exhibitions, and other interactive elements, which render the process of acquiring knowledge more interesting and convenient. The role of social networks and web platforms in this process is immeasurable, as they enable libraries to maintain constant contact with the public, and promptly inform about new services, events, and resources. The modern image of the library is also shaped by its ability to

innovate and adapt to the needs of new generations of users, attracting new formats, such as podcasts, webinars, online courses, and gamified educational programmes.

It is also worth highlighting that maintaining the reputation of libraries as centres for preserving and disseminating knowledge is a fundamental function that ensures their sustainability and social significance in the modern information environment. Libraries, historically designed to accumulate, systematise, and provide access to informational resources, continue to be keepers of cultural heritage and contemporary knowledge, adapting their functions to the demands of the digital era. This task involved creating structured databases, archives, and digital collections, which not only ensure the preservation of rare materials and documents, but also make them accessible to a wide audience through online platforms. Specifically, libraries develop and maintain integrated information systems that allow users from different regions to access resources through remote services, thus promoting equal access to knowledge for all segments of the population (Klymenko & Sokur, 2022).

Library institutions are also involved in the creation and development of reference and bibliographic systems and electronic catalogues, which simplified the search and analysis of information, particularly in the scientific, educational, and professional fields. This ensured the timely updating of knowledge stored in libraries and the adaptation of these resources to meet the needs of modern users, including researchers, students, and educators. To maintain their reputation as centres of knowledge, libraries collaborate with other cultural and educational institutions and participate in international information exchanges, which allows them to continually replenish their collections with relevant

information and promotes intercultural exchange (Kucharchuk & Kopaneva, 2020).

A practical example of such activity is the Vernadsky National Library of Ukraine, which is actively developing electronic catalogues and creating integrated databases. This library provided access to international scientific databases and cooperated with educational institutions, enabling students and researchers to access information from various scientific sources within a unified digital space. As a result, users can easily find current scientific materials and access foreign publications and resources, fostering the development of scientific activities in Ukraine and integration into the global information community (Makarova, 2020).

In addition, libraries are substantial in shaping information culture and critical thinking skills in users by providing access not only to resources, but also to educational programmes and training on information literacy. Maintaining the reputation of libraries as reliable sources of knowledge fosters the development of public trust, which is crucial for their successful operation and further development. Therefore, libraries remain integral participants in the process of preserving and transmitting knowledge, playing a central role in forming the intellectual and cultural capital of society (Onyshchenko, 2021).

S. Denbnovetskyi (2022) highlighted that “the role of libraries in shaping the information security of society is critical information environment, which is characterised by a constant increase in the volume of information and rising risks of misinformation and manipulation”. The author also noted that through educational and training materials, libraries enhance information literacy among citizens, fostering critical thinking, and teaching the safe use of information. The main aspects of this role are presented in Table 2.

Table 2. The role of libraries in shaping the information security of society

Function	Description	Goal
Development and Dissemination of Cybersecurity Resources	Libraries create and provide access to materials on cybersecurity, such as protecting personal data, safe social media use	Increase digital security awareness among the public
Information Literacy Training Programmes	Libraries organise seminars, courses, and workshops to teach users, how to assess information critically	Teach users to avoid misinformation and recognise fake news
Educational Activities in Media Literacy	Libraries conduct lectures and workshops to help people understand media, recognise propaganda, and critically approach news	Protect against information influence
Information Support in Legal Safety	Libraries provide legal information on data protection, personal rights, and cyberbullying	Raise awareness about legal protection in the digital space
Support for Critical Thinking through Scientific and Educational Materials	Libraries provide resources to foster critical thinking, particularly among youth	Promote independent analysis and critical thinking
Supporting Information Security among Youth	Libraries create programmes for youth to learn safe internet practices and recognise suspicious information	Promote safe internet practices for young users
Information Support for Teachers and Educators	Libraries provide resources to help educators teach information literacy	Support educators in teaching critical thinking and media literacy

Source: based on S. De Paor & B. Heravi (2020), S. Denbnovetskyi (2022), V. Dobrovolska *et al.* (2022)

In conclusion, libraries' educational and training activities in the field of information security are an essential component of the broader information ecosystem of society. They help raise public awareness about the risks associated with the information environment and foster the basic skills and knowledge necessary for the safe and responsible use of information. Thus, educational and training activities in the field of information security are substantial components of the overall information ecosystem of society. They help raise public awareness of the risks associated with the information environment and form the basic skills and knowledge necessary for the safe and responsible handling of information (Denbnovetskyi, 2022).

The adaptation of libraries to digital technologies and changes in users' information habits are accompanied by numerous challenges that arise in the context of the transformation of the modern information environment. With the rapid development of digital technologies, libraries were forced to integrate cutting-edge tools to maintain relevance as cultural and informational institutions. The main challenges in this process include the need to modernise infrastructure, improve staff qualifications, and ensure uninterrupted access to digital resources. Additionally, libraries are facing difficulties related to changes in users' habits, as they increasingly prefer obtaining information through fast and convenient digital platforms, which significantly impacts the demand for traditional library services (Khrushch, 2021).

The shift in users' information habits, particularly the transition from physical library visits to digital information consumption via the Internet, highlighted the importance of implementing innovative approaches, especially artificial intelligence (AI), which can ensure the personalisation of information services. AI can be used by libraries to analyse the interests and needs of users, offering tailored content, such as books, articles, or educational materials that meet individual queries. This improves user engagement and satisfaction with library services, fostering the development of long-term relationships.

For instance, the Helsinki Central Library Oodi actively utilised artificial intelligence to create personalised recommendations for users. By integrating AI with electronic catalogue systems, the library analysed the reading preferences of visitors and provided customised suggestions for books, articles, and multimedia materials. This not only simplifies the search for information, but also encourages users to return, as they can easily find materials that match their interests. Such an approach increases interest in library services and creates a sense of personalised support for users (Rubin & Rubin, 2020).

The prospects of big data analysis implementation to determine user needs are also significant in the context of adaptation to digital technologies in libraries. By processing and analysing large volumes of data,

libraries can determine user behaviour, preferences, query dynamics, and patterns in material selection. This ensures informed decision-making in libraries regarding the acquisition of new publications, the creation of special collections, and the development of digital services that meet the current expectations of their audience.

Moreover, new technologies can improve the efficiency of internal processes, such as cataloguing, digitalising collections, optimising space, and providing services. The employment of innovative approaches to analysis and forecasting user needs improves service quality as libraries can respond promptly to changing requests, predict user behaviour, and adjust their strategies based on the data collected (Tolmach, 2024).

Thus, the adaptation of libraries to digital technologies and changes in users' information habits represent both a challenge and an opportunity for the library sector. The implementation of artificial intelligence and big data analysis creates new opportunities for personalisation and individual approaches, enabling libraries to not only preserve their cultural and educational functions, but also develop new models of interaction with the audience that align with the demands of the information society of the 21st century.

The discussion of the social functions of library journalism in this study highlighted several important aspects that coincide with the conclusions of other authors regarding the importance of the communication role of libraries, in particular, through their integration into the modern academic environment and the dissemination of knowledge (Kharytonenko *et al.*, 2023). Furthermore, following M. Makarova (2024), digital platforms contributed to the improvement of access to information and the formation of an inclusive space, which is an important area of activity for library journalism.

Similar to Yu. Shlapak (2022), the study determined that libraries perform the role of information centres, providing society with relevant and verified information. A common aspect with I. Yarema's (2021) research focused on the transformation of libraries in response to digitalisation, which is also reflected in the analysis of the role of library journalism in meeting the informational needs of society. At the same time, the findings of this research differ somewhat from the "Library as Place" model, as noted in a study by M. Kawamoto & M. Koizumi (2023), which addressed the physical space of libraries. This study emphasised the digital presence of libraries and their role as a communication mediator in society, reflecting the current trend towards the virtualisation of library functions. J.L. Boyles & J. Meisinger (2020), as well as A.P. Wickramarachchi (2021), also emphasised the automation and updating of technological skills of librarians. This correlated with the presented findings, although the adaptation of library journalism to the needs of communities was prioritised. Such a comparison emphasised the uniqueness of library journalism as a social

phenomenon that combines traditional library functions with the modern challenges of the digital age.

Thus, the study confirmed and extends existing scientific knowledge about the social functions of libraries, adding aspects related to innovative approaches to audience engagement through modern information platforms.

Conclusions

Library journalism performs several important social functions that strengthen and expand the role of libraries as cultural, educational, and informational centres in modern society. The informational, educational, communicative, promotional, and cultural-educational functions of library journalism are key elements that ensure effective communication with the audience, stimulate the popularisation of reading, support the preservation of cultural traditions, and shape a positive image of libraries in the public consciousness. At the same time, the adaptation to digital technologies and changes in users' information habits require libraries to develop new approaches to interacting with the public, including active use of social media, collaboration with opinion leaders, and the introduction of innovative tools such as artificial intelligence and big data analysis.

These tools enable libraries not only to better determine the needs and demands of their users, but also to personalise information services, which is particularly relevant in the context of excessive information overload and the growing need for information security. The educational and training activities of libraries contribute to the development of information literacy, critical thinking skills, and safe information usage, which are the foundation for maintaining a stable information environment and ensuring the information security of society. Libraries are also substantial platforms for ensuring equal access to knowledge, which is crucial in the fight against information inequality.

Future research could address the impact of digital platforms on library journalism, the use of AI in personalising services, and assessing changes in user needs. Studying library interactions with diverse social groups to improve inclusivity and analysing libraries' role in information security amid digital advancements and cyber threats may also offer valuable insights.

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Conflict of Interest

None.

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Соціальні функції бібліотечної журналістики та її роль у розвитку бібліотечної галузі

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Анотація. У дослідженні розглянуто соціальні функції бібліотечної журналістики та їхню роль у розвитку бібліотечної сфери, що є актуальним у контексті сучасного інформаційного суспільства. Бібліотеки виконують набагато ширші функції, ніж просто збереження знань, виступаючи соціокультурними центрами, які забезпечують доступ до інформації, підтримують культурний розвиток і сприяють комунікації між різними соціальними групами. Метою дослідження було виявити й проаналізувати основні соціальні функції бібліотечної журналістики, їхній вплив на формування інформованого суспільства, а також визначити основні напрями трансформації бібліотек у цифрову епоху. Для досягнення цієї мети застосовувалися такі методи: аналіз результатів досліджень, абстрагування та конкретизація, систематизація та виявлення причинно-наслідкових зв'язків. Висновки підкреслили важливість бібліотек як центрів соціального впливу, які не лише забезпечують доступ до знань, але й підтримують інтерактивні та інноваційні форми взаємодії з аудиторією, стимулюють інтерес до навчання та забезпечують зручний доступ до інформаційних ресурсів, необхідних для розвитку як особистості, так і суспільства. Результати дослідження вказали на те, що бібліотечна журналістика виконує важливі соціальні функції, підсилюючи роль бібліотек як культурних, освітніх та інформаційних центрів. Інформаційна, освітня, комунікативна, промоційна та культурно-освітня функції сприяли популяризації читання, збереженню культурних традицій і формуванню позитивного суспільного іміджу бібліотек. У контексті цифровізації бібліотеки активно адаптуються, використовуючи соціальні мережі, штучний інтелект і аналітику великих даних для персоналізації послуг і задоволення потреб користувачів. Освітня діяльність сприяє формуванню критичного мислення, інформаційної грамотності та зменшенню інформаційної нерівності. Практична цінність дослідження полягає у можливості застосування його результатів для оптимізації бібліотечних комунікаційних стратегій, що дозволяє бібліотекам ефективно виконувати свої соціальні функції

Ключові слова: соціальні мережі; ресурси; блогінг; цифровізація; комунікації; інформаційне суспільство