

Розділ 2. Теоретико-методологічні засади книгознавства, бібліотекознавства та архівознавства

Part 2. Theoretical and Methodological Foundations of Book Science, Library Science and Archival Science

<https://doi.org/10.31516/2410-5333.060.04>¹

UDC 027.021:378.46004.738.1(430)

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FEATURES OF POSITIONING

OF GERMAN UNIVERSITY LIBRARIES ON OFFICIAL WEBSITES

The purpose of the work is to study the features of advertising and information presentation of the activities of university libraries in Germany on official websites.

The methodology uses an analytical method, a method of description, comparison and generalization. The application of the principles of integrity and structure makes it possible to consider the site as the main corporate business card of the library.

The scientific novelty of the work is the study of theoretical knowledge and practical skills on the peculiarities of presenting the activities of university libraries in Germany on the Internet.

Conclusions. The study showed that, through the official website, university libraries effectively practice branding and image technologies, position their corporate culture and implement the corporate mission of their higher education institution.

Keywords: *corporate culture, branding, image, positioning, website, technology, university, library business, library, libraries of Germany, institution of higher education.*

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ОСОБЛИВОСТІ ПОЗИЦІЮВАННЯ УНІВЕРСИТЕТСЬКИХ БІБЛІОТЕК НІМЕЧЧИНИ НА ОФІЦІЙНИХ ВЕБСАЙТАХ

Актуальність. Сучасні трансформаційні процеси в Україні, що відбуваються в системі вищої освіти, зумовили кардинальні зміни в роботі університетських бібліотек. Крім повного переформатування бібліотечних послуг та сервісів, суттєво змінюється «обличчя» бібліотеки, формується її новий імідж. Вивчення й узагальнення досвіду позиціювання європейських бібліотек, аналіз загальноєвропейських тенденцій щодо іміджування в бібліотечній справі є важливим для подальшого розвитку вітчизняних бібліотек й для досягнення ними загального успіху.

Мета статті — проаналізувати особливості позиціювання університетських бібліотек Німеччини на офіційних вебсайтах.

Методологія. Для виконання дослідження використано аналітичний метод, методи опису, зіставлення та узагальнення.

Результати. Описано особливості позиціювання університетських бібліотек Німеччини в інтерактивному просторі через офіційний сайт, проаналізовано технології позиціювання бібліотечної установи та підходи до бібліотечного іміджмейкінгу в Німеччині.

Новизна. У цьому дослідженні вперше здійснено аналіз особливостей позиціювання сайтів університетських бібліотек Німеччини.

Практичне значення. Матеріали та висновки дослідження можна використовувати для розвитку вітчизняних бібліотечних установ закладів вищої освіти, для оптимізації загальної стратегії позиціювання бібліотеки ЗВО та для запровадження нових підходів щодо брендингу, іміджування цих установ в Україні.

Висновки. Сучасна університетська бібліотека стає не лише місцем акумуляції та зберігання інформації, а й своєрідною візитною картою навчального закладу, одним з головних ресурсів, що забезпечує іміджеве позиціювання установи. Дослідження та аналіз досвіду позиціювання бібліотек університетів Німеччини допоможе оптимізувати технології брендингу та іміджування вітчизняних бібліотек, слугуватиме основою для загального розвитку установи і її інтеграції в європейський, світовий освітній і науковий простір.

Ключові слова: *корпоративна культура, брендинг, імідж, позиціювання, сайт, технології, університет, бібліотека, бібліотеки Німеччини, заклад вищої освіти.*

Introduction. The successful operation of library institutions, which has actively moved into a new information and communication environment, is largely determined by the attention paid to branding and image of these major centers of public preservation and use of information. Of particular importance is the correct positioning of libraries of higher education institutions, which play a significant role in shaping the image of the educational institution.

In modern conditions of active practice of distance learning, web site has become the main corporate business card of the library of the higher

educational institution. The use of the library site provides the institution with the following communication and marketing benefits:

- provides access to its own library products to a wide range of users on the network;
- provides constant and effective advertising of the library in the international information community Internet;
- promotes the development of new information services;
- contributes to the effective implementation of information and cultural-educational function of the library;
- increases the information culture of users.

Related works. The issue of using effective techniques, branding and image technologies in the library business attracts the attention of both Ukrainian researchers and foreign scholars. One of the first, the question of library promotion began to study a group of German scientists led by P. Borchard, who proposed their marketing concept for public libraries, the key task of which was to determine the target audience (Borchard et cet., 1993). The main factors of formation of style and image of the book collection are determined in L. P. Chorna's work, the short characteristic of each factor is given (Chorna, 2013). The mechanisms of using the latest PR tools in creating the image of a modern library are analyzed by I. V. Bova and T. V. Martsun (2018). The design and style of the website, a competent way of presenting information, constant updating are defined as necessary components of promoting and improving the image of the library in the work of J. V. Samokhina (Samokhina).

Also, the subject of research of the image of libraries and its role in the formation of the corporate environment of the university were the scientific investigations of M. Yu. Matveev (2006), T. M. Kostyrko (2011), V. G. Drygailo (2000). The study of certain aspects and problems of information technology in the positioning of libraries are reflected in the works of N. S. Redkina (2011), M. Y. Matveev (2011), B. Mathews (2009) and many others.

The state of scientific development of the problem testifies to its relevance. At the same time, a study of foreign experience in positioning libraries in an interactive space based on the site seems to be in demand. Accordingly, the purpose of the article is to analyze the current practice of positioning the largest libraries of German universities in an interactive space through the official website, to identify technologies for positioning a library institution; to systematize approaches to library branding and image-making in Germany.

The definition of the tasks outlined in the title of the article involves the following steps in solving them, which leads to the use of the following search and analytical **methods**:

- search and definition of general tendencies in the practice of positioning of university libraries of the Federal Republic of Germany through official sites;
- identification of approaches to image activities, which are practiced in the activities of German university libraries through web resources;
- research of features in positioning of elements of corporate style of libraries of universities of Germany.

Features of positioning the largest libraries of German universities in the interactive space through the official website. For a detailed analysis of the use of image tools to promote the university library, its products and services, a sample of the sites of the twelve best libraries of higher education institutions in Germany was formed. We consider it appropriate to provide data on the sites of the largest libraries of German universities in the form of brief overviews.

1. Universitätsbibliothek Rostock – the library of Rostock University is a scientific institution in the structure of this institution of higher education. Internet address: www.ub.uni-rostock.de. Location – Rostock (Mecklenburg-Vorpommern).

2. Universitätsbibliothek J. C. Senckenberg (UB) – the library of the JG Senckenberg University of Goethe University in Frankfurt am Main. Internet address: www.ub.uni-frankfurt.de.

3. Niedersächsische Staats- und Universitätsbibliothek Göttingen – Lower Saxon George August State and University Library in Göttingen (SUB Göttingen). Internet address: www.sub.uni-goettingen.de.

4. Universitäts- und Landesbibliothek Münster – Wilhelm University of Westphalia Library in Münster and North Rhine-Westphalia State Library Lower Saxon George August State and University Library in Göttingen (ULB Münster – Universitäts- und Landesbibliothek). Internet address: www.ulb.uni-muenster.de/bibliothek/index.html.

5. Sächsische Landesbibliothek – Staats- und Universitätsbibliothek Dresden – Saxon State and University Library in Dresden (SLUB Dresden – Die Sächsische Landesbibliothek – Staats- und Universitätsbibliothek Dresden). Internet address: www.slub-dresden.de/startseite.

6. Die Universitätsbibliothek der Humboldt-Universität zu Berlin – Humboldt University Library in Berlin. Internet address: www.ub.hu-berlin.

7. Universitätsbibliothek München – Ludwig-Maximilians-University Library in Munich (LMU). Internet address: www.ub.uni-muenchen.de/e-medien-der-ub/index.html.

8. Universitäts- und Landesbibliothek Sachsen-Anhalt – Saxony-Anhalt University and State Library (Universitäts- und Landesbibliothek Sachsen-Anhalt – ULB). Internet address: www.sub.uni-hamburg.de.

9. Staatsund Universitätsbibliothek Hamburg – The State and University Library in Hamburg is part of the unified state and university library network of Karl von Ossetsky – (Staatsund Universitätsbibliothek Hamburg – SUB Hamburg). Internet address: www.sub.uni-hamburg.de.

10. Universitätsbibliothek Leipzig (UBL) – Library of the University of Leipzig. Internet address: www.ub.uni-leipzig.de.

11. Universitätsund Landesbibliothek Darmstadt (ULB) – University and Land Library in Darmstadt. Internet address: www.ulb.tu-darmstadt.de/service/start/index.de.jsp.

12. Universitätsbibliothek Heidelberg – Heidelberg University Library (Universitätsbibliothek Heidelberg – UB). Internet address: www.ub.uni-heidelberg.de.

The image of the organization – is the perception of the individuality of the organization, awareness of its specific features, characteristics. Organizations, institutions and enterprises express their individuality through the goods and services offered, the attitude to their employees, through their name and logos, through the quality of service.

The main components of the image of the university's library institutions are library services (Figure1). The websites of university libraries in Germany present all the information about the library, its activities, services, resources, and a lot of useful information for students and researchers. The sites provide access to the electronic catalog (with detailed information about the rules of search in it), online information services are provided. The websites provide access to the electronic catalog (with detailed information on the rules of search in it), online information services are provided. Websites also provide round-the-clock online access to full-text databases. Sections and rubrics follow the main task facing university libraries: to fully meet the information needs of scientists, teachers and students.

The main image information product of the university library is the electronic catalog (EC), which fully reflects the active library fund and is the basis for fulfilling various information requests of users. Access to the virtual electronic catalog is provided on the websites of university libraries. Search in the EC is available from the site 24 hours a day, 7 days a week from anywhere in the world. For efficient and fast search on the sites, the rules of using the EC are set.

Electronic document delivery (EDD) is one of the important information services that is actively used by scientists and university students. The main impact on the development of EDD has: the spread of global information networks, technological innovations such as interactive remote information retrieval systems compatible with electronic systems for ordering copies of

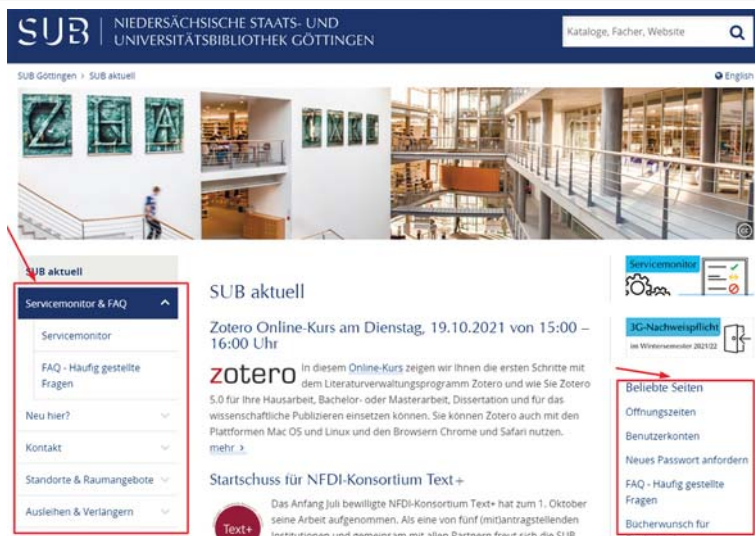


Figure 1. Example of positioning library services on a fictional website.

documents, automatic request processing, media, electronic publications, hardware and software for scanning and text recognition.

EDD in the university libraries allows the user to receive a digital copy of the article, fragment or section of the book from the funds of the university library by e-mail. In order to provide information services to remote users, library sites have an online service that performs one-time requests from virtual users related to the search for a variety of information. Chatservice is especially popular in cyberspace.

The final point, the pinnacle in creating the image of the library organization is the corporate style. Corporate identity is a set of constant artistic, textual and other elements (constants) in all advertising developments of firm and in means of advertising. The elements of corporate style include: brand name, brand font (logo), brand block, brand slogan (slogan), corporate color (colors), corporate font set, other corporate constants.

Based on the analysis of the official websites of library institutions of German universities, we can conclude that for their positioning in the Internet space, libraries use different combinations of corporate identity elements. However, a mandatory element of positioning the image of the library is a logo – a symbol used to individualize the services of the library.

The logo for positioning the organization combines words, pictures, color combinations. In this case, the logo of university libraries combines the logo and colors of the organization (Figure 2).



Figure 2. Registration of the logo on the websites of the libraries of JG Zenkenberg University, Goethe University in Frankfurt am Main and the University of Rostock.

A firm block is a traditional combination of several elements of corporate style, and may contain a logo or logo, the name of the organization, postal, bank details, a list of goods and services, the advertising symbol of the company, the slogan.

Figure 3 shows the firm block with a list of contacts, which is presented on the website of the library of the JG Zenkenberg University of Goethe-University in Frankfurt am Main. A study of other official websites shows that the branded block of university library sites must include: the full

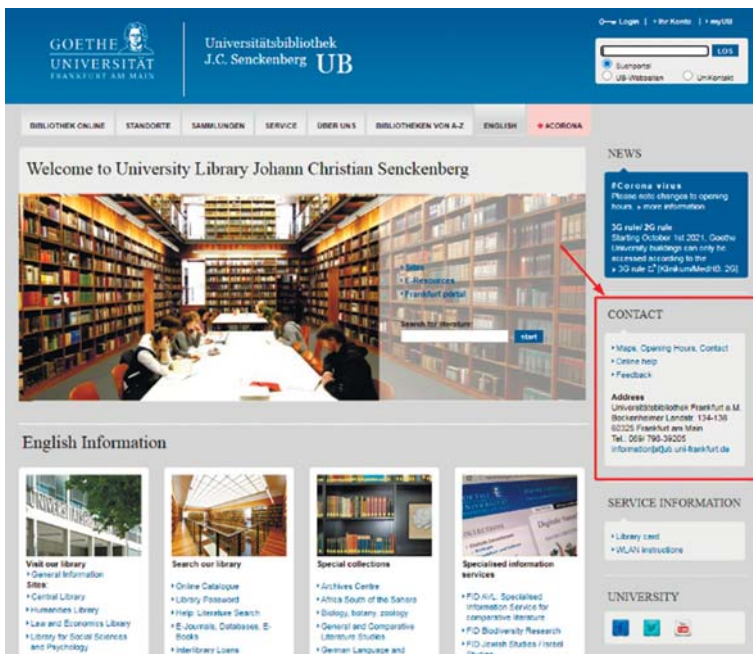


Figure 3. The image of the company block on the website of the library of the JG Zenkenberg University of Goethe University in Frankfurt am Main.

address of the institution, contact phone numbers, all available channels of online communication.

Among other elements of the corporate style of the university library, we analyzed the corporate color (colors) and corporate font set.

Branded color scheme adds individuality to the image of corporate style, makes it more spectacular, easy to remember, has an emotional effect. The task of image-makers is to choose a color for the corporate style so that it evokes strong associations with the activities of the organization. The corporate colors of German university libraries, in most of the analyzed sites, are blue and white, which is the best option for perception according to experts.

Logos are made in this color scheme, as well as the official websites of most libraries are decorated (Figure 4). The blue color creates a feeling of reliability and confidence. Also, blue is the color of eternity, mystery, deep peace and intuition. It is the color of heaven, it is associated with human purity and spiritual exaltation. White – is considered the “perfect”, “dream color”. It combines many shades: both the brilliance of light and the cold of ice. It is a symbol of lightness, purity and embodiment of light. White can be liked by people with different characters. You should also pay attention to color saturation and the gradient that is present in the design. They add harmony to this laconic combination of blue and white.

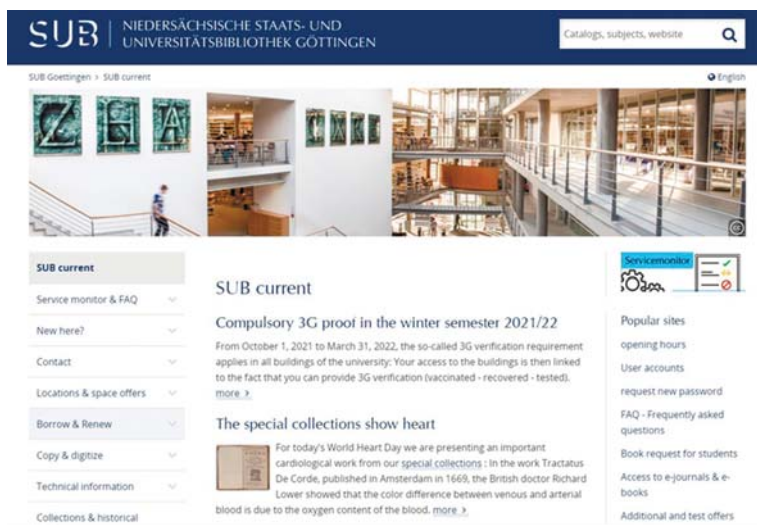


Figure 4. Corporate colors on the websites of the Ludwig-Maximilian University Library in Munich (LMU) and the Lower Saxon George August State and University Library in Göttingen (SUB Göttingen).

Branded font set shows and emphasizes the features of the visual image of the organization. The main requirements for fonts: clarity, clarity, simplicity of graphic forms. These requirements are explained by psychophysical features of perception. Font clarity is also determined by the contrast ratio of the font color to the background color. Integrity, compositional coherence in the construction of the font also play an important role. The main indicator of the effectiveness of the font is its readability. All font requirements are met on university library websites. Calibri group fonts are used. The fonts are dominated by minimalism.

Conclusions. Today, when on the one hand, the university library aims to meet the information needs of students and employees of the institution, and this situation covertly limits the “recruitment activities” of the library itself, reduces the ability to influence the number of users; on the other hand, there is a general decrease, for various reasons, interest in reading, because preference is given to video or audio products, it is advisable to practice effective technologies of branding and image in the library business. The experience of Germany shows that the official website of the university library can become the main corporate business card of the institution, which will ensure the positioning of the corporate culture of the higher education institution and its corporate mission.

Prospects for further research. A promising area of further research in the positioning of university libraries in Germany is the analysis of the photo image of library institutions.

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Надійшла до редколегії 13.09.2021