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UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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THE NORTHERN BOOK FESTIVAL 2020 NURTURES THE CULTURE OF READING



UUM ONLINE: The Northern Book Festival 2020 which is currently being held at the foyer of the Sultanah Bahiyah Library is in full swing and lively with activities namely promotions of books and works by writers and authors, thus fostering the reading culture.

Deputy Vice-Chancellor (Research and Innovation), Prof Dr Ayoib Che Ahmad, who represented the Vice-Chancellor, said that on 13 February, the Prime Minister cum acting Education Minister, Tun Dr. Mahathir Mohamad launched the National Reading Decade, one of the government's initiatives to promote the reading habit amongst fellow Malaysians.

"Through the slogan, #MalaysiaMembaca, the programme organised by the Ministry of Education Malaysia aims to increase reading volume, number of readers and target readers to a broader scale through engagement at all levels of the society.

"This coincides with the apt theme of this year's Northern Book Festival, "Reading is My Lifestyle" that will empower the government's initiative," he said shortly before launching the Northern Book Festival 2020, recently.

According to him, the Malaysia Reading Habits Interim Study conducted by the National Library of Malaysia in 2014 found that Malaysians read an average of 15 to 20 books a year.

"This figure is much better than in the early 1980s, which was just one page a year. According to the study, it was found that the reading material of choice by Malaysians was magazine at 62.8 percent; newspapers (61.2 percent); scholarly books (54.8 percent); novels and fiction (47 percent); online materials (46.4 percent); non-fiction books (29.9 percent); comics (25.3 percent) and journals (19.9 percent).

"In the era of sophisticated technology, reading materials which do not have to necessarily be physical or even electronic were found to show a significant trend between 2008 and 2015, that is from USD 270 million to USD 5 billion in the United States and the United Kingdom, but sales declined after that year may be because many readers experienced the effects of screen fatigue so many resorted to buying and rereading books in physical form,"he said.

Therefore, UUM Press and other publishing partners play important role in the dissemination of knowledge that can bring about benefits to fellow Malaysians.

In addition, UUM Press also seized the opportunity to present the highest royalty award for the purpose of encouraging and showing appreciation to those who had nurtured the culture of writing and publication which in one fell swoop contributed to the development of the publishing activities.

"This recognition is expected to be a catalyst for UUM writers and academics to continue to produce high quality works and writing becomes an identity that reflects intellectual.

"The University has always given its support to introducing UUM Press brand as an international publisher to enable it to aggressively promote its published works in the international arena," he said.

At the event, apart from presenting the top royalty awards to authors and Schools, he also launched three latest books published by UUM Press namely 'Inovasi dan Kreativiti Berteraskan Teknologi', 'Transformasi Sumber Manusia Dalam Sektor Awam' and Islamic Finance: Legal Frameworks, Practices And Shariah Criteria Review.





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