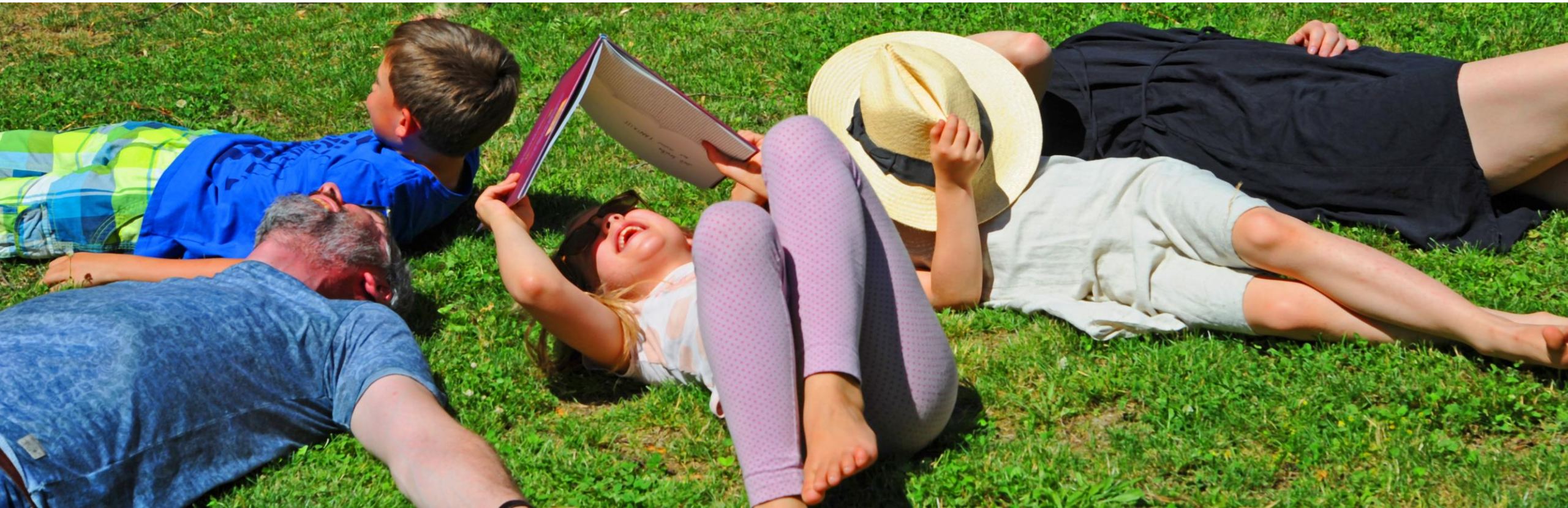


Reading with friends and pleasure - opportunities and activities for reading promotion in Germany

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Parts of opportunities to promote reading



socialisation in reading

main responsibility:
society, family



motivation

main responsibility:
family, peers, educational
institutions



promotion of reading
skills

main responsibility:
educational institutions



For good reading promotion it takes a whole country!

dreamstime.

Multilevel model of reading (Rosebrock, Nix 2010)

Level of process	word and sentence identification local coherence global coherence superstructure identification Identification of representational strategies
Level of subject	self-concept as a (non-)reader knowledge participation motivation reflection
Level of socialisation	connection communication family, school, peers, cultural life

Methods to promote reading skills

- sound reading (silent, read to someone)
- frequently reading
- Fluency reading
- reading strategies
- reading of non-fictional texts
- literary reading
- reading animation (staging of literary culture)

It needs regular activities!

Characteristics of effective literacy programs (Moore 2008)

Goals and directions

All parts involved in a funding program should be aware of their goals:

- (a) Mission:** an overarching purpose of the program
- (b) clearly defined goals:** to accomplish this overarching mission. These should ideally be defined as "output". It must be verifiable
- (c) standards of practice:** definition of quality standards
- (d) cycles:** of development, implementation and evaluation

Characteristics of effective literacy programs) (Moore 2008)

Resources

Effective support programs require adequate resources in terms of materials, staff and time:

- (a) **materials:** rooms, furniture, technology, but also different reading materials that appeal to the interests of readers and represent different levels of reading-level
- b) **staff:** well-trained teachers/readers and additional staff (volunteers). They are essential for success of programs
- c) **time:** time resources for teacher training, for development of concepts and materials, and for additional instructional time for reading

Characteristics of effective literacy programs (Moore 2008)

Professional Development Communities

- The expertise of teaching staff is a central element of “good practice.”

Characteristics of effective literacy programs (Moore 2008)

Responsiveness to readers

- a) Effective support programs address both: the cognitive abilities (keyword: reading diagnostics!) and the social and emotional needs of the readers.
- b) Teachers or other people should respond to the heterogeneity of readers by creating a positive reading climate and perceiving each individual as a reader.
- c) Separate promotional activities are often necessary for second language learners and readers with reading and writing problems or disabilities.

Characteristics of effective literacy programs (Moore 2008)

Leadership structures

Leadership is essential for literacy program success.

„Administrators play absolutely crucial roles in developing literacy programs. Their primary role is to recognise and support reading professionals as they plan, implement, and develop effective reading instruction“ (ibd., 317).

Characteristics of effective literacy programs (Moore 2008)

Monitoring for Continuous Improvement

A central aspect of effective support programs is

- a) a regular use of assessments to make decisions and improvements based on their results.
- b) a wide variety of information (through standardized tests, evaluation forms).

Examples for effective Programs

Federal association for the promotion of reading

- <https://www.bundesverband-lesefoerderung.de/startseite/>

Goals

- The association is committed to ensure quality in the teaching of reading, writing, literary and media skills.
- The association serves the exchange of opinions and experiences of all involved people in the field of reading promotion.
- The association cooperates with other organizations and institutions, promotes discussion as well as education and training.
- For members, the association serves to bring their concerns as reading promoters to the public and to offer them services.

Examples for effective Programs

reading foundation

- <https://www.stiftunglesen.de/>

Activities:

- Nationwide reading day
- World Book Day
- Program: Reading Start 1,2,3 (Pediatrician)
- Book gifts at Happy Meal
- kindergarden: reading with APP, Book Reviews Recommendations
- Reading clubs
- Media labs
- Reading in refugee homes
- Support for volunteer

Examples for effective Programs

Federal association for the promotion of reading

- <https://www.borromaeusverein.de/lesehelden/>
- <https://www.lesen-in-deutschland.de/html/overview.php?object=materialien&start=15&char=M>

Have fun to reading!

