

Summary



More Than a Gigantic Crowd of VIPs / Why Librarians can Benefit from a Visit to the Frankfurt Book Fair Again This Year (Jan-Pieter Barbian)

(pp. 562– 564)

Rudolf Walter Leonhardt once described the Frankfurt Book Fair as the »trade show of sincere infidelity.« With this barbed comment the long-time chief editor of the cultural section of the German weekly »Die Zeit« wanted to point out that behind the scenes, beyond the public eye, there is one dominating factor: the lucrative business of publishing rights and licenses. And indeed nearly half of the professionals visiting the fair are associated with publishing, bookselling, or the printing industry. Visitors who attend the fair merely out of curiosity about the newest fall publications may feel left out. But the diversity of information, events and chances for making contacts are still quite unique.

This year Flanders and the Netherlands will be the Guests of Honor at the Book Fair, which will be held from 19-23 October 2016. The most important publishers from Holland and Belgium will be represented. In the midst of all the bustle in the exhibition halls there will be book presentations, author readings, and award ceremonies on the program. Since 2005 the German Book Trade Association has presented the German Book Prize to the best German-language novel right at the beginning of the fair. And since 1950 the trade association has sponsored the Peace Prize of the German Book Trade, which is traditionally presented on the closing day of the book fair in Frankfurt's Church of St. Paul and attracts considerable attention in the media.

The revolutionary changes in our world of media over the past three decades are also reflected in the developments of the Frankfurt Book Fair. Non-print media made their first appearance at the fair in 1983, and since 1993 the segment of online-media has been continually expanding. Worth visiting is also the International Library Center (ILC), which the book fair organizes in conjunction with the Association Information Library (BIB).

Contours of The New Narrative / Self-Promotion Plays an Increasing Role at the Book Fair / Libraries as Pioneers of Relaxed Approach to Computer Games (Boris Hänßler)

(pp. 566 – 571)

Digitalization has led to changes of traditional roles. Bloggers trump critics, self-publishing authors represent a challenge to established publishers, video games have re-invented story-telling, and algorithms may become replacements for book editors. In the past few years start-ups have produced many ideas which made our reading experience more enjoyable and convenient. The revenues from e-books sales seem to be stagnating, not due to fewer sales, but rather because self-publishing authors are encroaching on publisher's markets and because readers expect e-books to be noticeably cheaper than printed books – two trends which publishers will need to respond to.

But these are not the only issues that the book trade is struggling with. In the promotion of what needs to be read through book recommendations, readers' communities, bloggers and, more recently, even Youtubers are playing an ever greater role. Podcasts and streamings of readings have taken their place alongside audiobooks. And now there is yet another trend: Video games have cast off their dirty reputation and innovative developers are employing literary role-models in order to fill the gap in the e-book market: with a new form of cross-media storytelling.

Out of all these developments publishers are most concerned about self-publishing. Upcoming authors still hope to get a contract with a publishing house and thus enter the mainstream book trade, but some go instead directly to e-books by their own choice in the hopes of higher financial rewards. This is made possible, on the one hand, on the considerably higher cut of the sales, and, on the other hand, on being able to sell their books more cheaply, which is why readers are often willing to give unknown authors a chance.

Resourceful Digital Reading Promotion / How Tablets are Changing Library Pedagogy / Ideas For Picture Book Apps and More (Christiane Bornett)

(pp. 606 – 608)

When a first or second grade school class comes to the public library for their first introduction these days, there will be, ideally, not only a presentation of physical media such as books, films and CDs. Children will also be able to explore virtual story worlds with picture book apps. While attending a research workshop, seventh-graders will not only compare information from books with wikipedia, but also create their own video clips and design miniature e-books. Digital devices such as smart phones and tablets are quite naturally a part of children's and young adults' world today. If public libraries want to be a part of their world, then it is essential to include digital media in their reading promotion programs.

The use of tablets and similar devices should not be reserved for special supplemental programs, but rather be one of the building blocks within the regular library events programming. Librarians and library pedagogues can thereby expand their „tool-kits“ and raise the participation of pupils. As a result, the library will be perceived as modern and innovative. And the »coolness« factor of iPads, for example, should not be underestimated.

Yet the content of library introductions and reading promotion programs does not change fundamentally. It still includes talking about picture books, working with non-fiction texts, telling fairy tales, learning the rules of the library, developing book presentations, and finding one's way around the library. If library pedagogues still sometimes need to convince teachers and educators in pre-school and primary school to try out tablets, it is nearly compulsory, when working with older students, to employ the media they are comfortable with.

Translated by Martha Baker