

Speaking of reading motivation in Finland as part of a global discourse

I am going to talk about a particular section of the general discourse on reading, namely, the discourse on the motivation for reading, that is, what answers have been given to the question: What makes people to read? How this is related to Prof. Bode's keynote that precedes my paper will be evident in the course of my speech.

My aim is to present a perspective of *longue durée* in the discourse on reading motivation. How did the discourse begin, how did it evolve through the centuries, even millennia, among the speakers (or, more exactly, writers) of the European and world's languages? How did the triumph of this discourse turn into a crisis? I will tell in my paper about a research project that I am conducting in cooperation with Prof. Jukka Tyrkkö (Linnaeus University, Sweden). In our research we are using Google Ngram Viewer and more sophisticated linguistic corpora to follow the changes in the frequencies of use of a number of pertinent words and phrases in English and other languages, and in that way visualizing the evolution of the discourse on reading.

To illustrate the conceptual and contextual character of our project I shall present Finland as a laboratory experiment. How Finland during centuries was in contact with the European discourse on reading? Special attention will be given to the role of reading – and love of reading – in the educational ideology of the Fennoman movement and its lasting effect on the cultural development in Finland. After a continuous rise of 150 years in literacy, habit of reading and library use, we are facing a crisis, we are part of a global crisis. How is this visible in the discourse of reading, and what should we do about it?

Literature (all available electronically)

Mäkinen, Ilkka: *Leselust, Goût de la Lecture, Love of Reading: Patterns in the discourse on reading in Europe from the 17th until the 19th century*. In: *Good Book, Good Library, Good Reading. Studies in the History of the Book, Libraries and Reading from the Network HIBOLIRE and Its Friends*. Edited by Aušra Navickienė et al. Tampere: TUP, 2013.

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—”—: *Love of reading meets PISA Assessments: Historical insights in the discourse on reading motivation*. – *Knygotyra* 70(2018): 57-77.