

Production and Consumption of Reading Culture: A Study of Spaces and Cultural Practices related to Picture Books in Kaohsiung

Wang-Lin Jhao, B.A.

Wenzao Ursuline University of Languages, 2017

Abstract

In this paper, I focus on reading culture associated with picture books in Kaohsiung. To find out how the government promotes reading activities and what benefits of reading picture books have been brought to public and private spaces, I interviewed people who work in libraries and independent spaces. Through observation and the interview, I figure out the market of picture books are still immature. In addition, the production of picture books is underdeveloped because of a lack of competition. It is the other side of the reality. Citizens in Kaohsiung read less picture books than entertaining books such as comic books and reference books.

Keyword: Reading, Spaces, Picture books, Kaohsiung