



Nurturing reading cultures and literacies in post-pandemic ecosystems

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Parents being the key role players in reviving the culture of reading

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Introduction

We still have a long way to go in **addressing early literacy issues**. However; it is **never too late to start**.

Reading requires that those involved in the reading process are interested and engaged.

This study seeks to validate a previous study by UNESCO and other scholars that “**family learning** stands out as a **transformative approach** that works across generations, breaking down barriers between home, school and community at large”.



Methodology

Methodology

- This research was conducted using a **qualitative methodology**, data was collected using both an **online survey** and **face to face interviews**.
- An **narrative analysis** was used to navigate the **relationship** between **parents involvement** in **nurturing early literacy issues**. This method was mainly driven by the small sample size.
- The study was further conducted through reading online academic papers and related newspaper articles.
- The study consists of a **sample size** of **21 parents** of children ranging from ages 1 to 17; **16** completed the online survey and **5** had face-to-face interviews.
- This studies key constraints were time and only having a small sample size consisting of friends, colleagues and family.

Research aim

- This research aims to demonstrate the impact that parents can have in helping to deal with children's literacy issues.

Research objectives

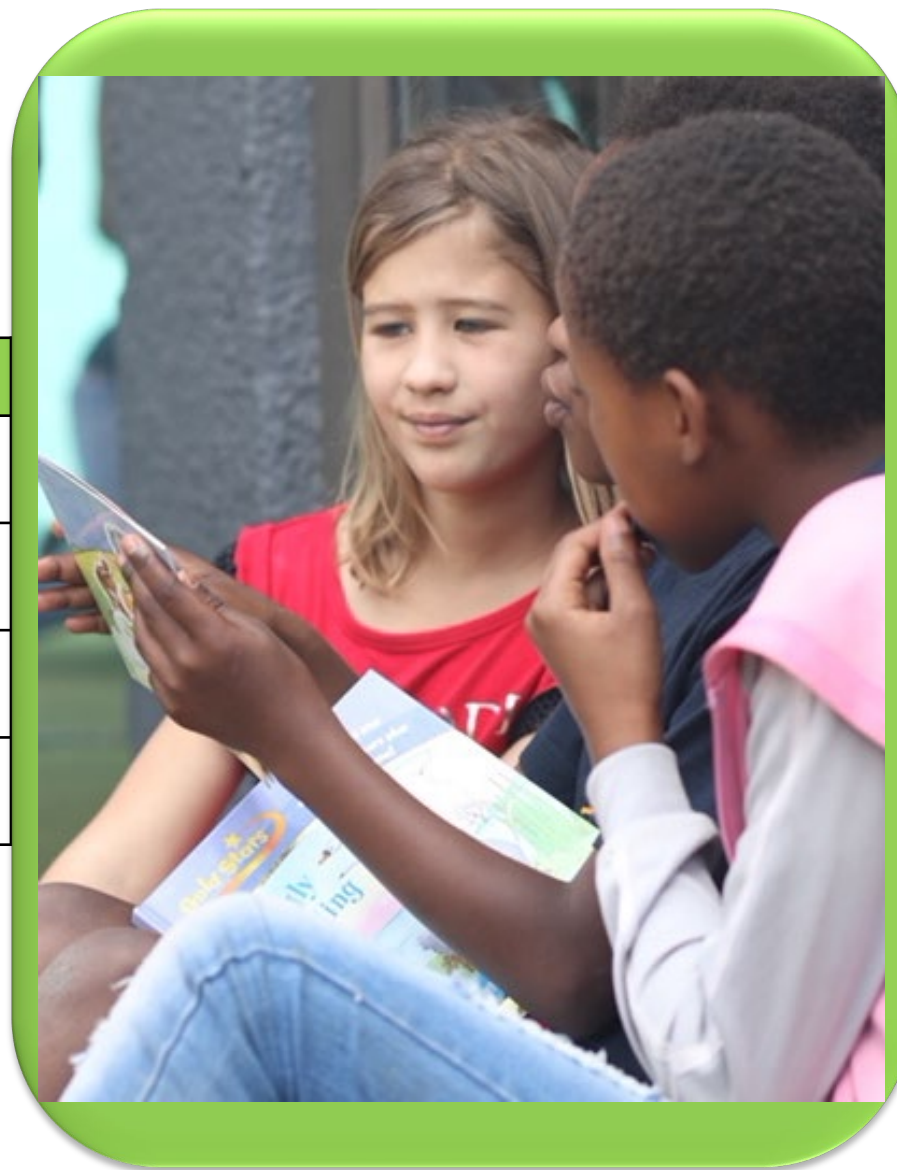
- Determine the relationship between parents active involvement in literacy and how it can help nurture the reading culture
- To assess parents perception on how they view literacy
- To observe the behavior of both parents and children when it comes to early literacy issues
- To identify the leading challenges impacting a healthy reading culture



Analysis

- Learning to read is one of the most important developmental achievements of childhood, and it sets the stage for later school and life success.
- **“But learning to read is not as straightforward”**. Parents are just as confused and puzzled as to how can they assist their kids in learning to read and make them interested.
- Kids also have their various reasons as to why they do not read books or do not seem to be interested in them.
- While conducting this study the author uncovered a few leading challenges from both parents and children.
- Articles and journals also substantiate the fact that the pandemic took the world a huge step back when it comes to the advancement of children’s literature.

Leading challenges



For Parents

- Time
- Fatigue and stress
- Not enough prioritization of books
- Having to help kids with homework

For Children

- Having no access to books
- Lack of motivation
- TV consumption
- Homework

Conclusion

- Children benefit from having books read to them. When parents read to children, it helps build children's vocabulary and expands conversations.
- We have to acknowledge that literacy and habits of nurturing it should start early for the benefits of both parents and children.

This will later assist them to building:

- classroom confidence,
- Help them in developing language skills,
- Intellectual skills (Memory and thinking skills) and
- Be in touch with their social and emotional state

Future Recommendations

- Set up a **dedicated reading time**, children are known to be creatures of habit.
- Your **child's age is of paramount importance** in how they read, interact, find interest as well their attention span.
- Adopt to the child's reading style.
- Read books that are of interest to your child. (Repeat them a lot if possible).
- Reduce the time spent watching TV and put more effort in ensuring that you make reading a regular activity at home. I term this a **no digital hour**
- Children enjoy fun activities, parents are encouraged to use picture books, imitate voices and sing while reading to a younger audience.



Future Recommendations

- **Books should be relatable:** To further add to the interest of reading, the focus should be more on simple vocabulary based books and should simply be about day to day lives instead of fairy tales.
- Visit book stalls and book festivals were possible; kids will get to interact with authors of books they read; they will meet their peers and learn while having fun.
- Children should also see parents read and show interest in books; this will further encourage them to read and copy that **behaviour**.
- Play children's **audio books** in the car for half an hour or less, this will also assist children with building words and using proper phonetics.

