



## **The cultural dimension of library's marketing: a methodological approach**

Anthi Katsirikou<sup>1</sup> and Aristeidis Meletiou<sup>2</sup>

<sup>1</sup>University of Piraeus Library, European Documentation Centre,

<sup>2</sup>Technical University of Crete

<sup>1</sup>[anthi@unipi.gr](mailto:anthi@unipi.gr), [anthi@asmda.com](mailto:anthi@asmda.com), <sup>2</sup>[amlet@library.tuc.gr](mailto:amlet@library.tuc.gr)

The paper focuses on the emblem **@your library®** that libraries or library associations think up in order to communicate with their public. This international campaign, which was a brilliant initiative of IFLA and continues to inspire the creativity of librarians, is based on the concept of the cultural diversity and the social mutual understanding. The project is a framework of initiatives, happenings, performances, and slogans with the message that libraries aim to every aspect of life. In this way, the term slogan takes its social and political meaning instead of the marketing one.

Libraries create their slogans relevant to their audit, taking into account the intangible values of groups, the social characteristics, the culture, the attitudes, the education, the language, the arts, the customs and beliefs. Acting so, libraries promote their ability to support not only their users, but mainly the potential users; consequently, libraries promote in fact their ability to support people and groups to develop themselves keeping their cultural diversity.

The paper is a methodological study that examines the slogans of three cultural communities, the American, the Spanish –American and the Greek one.

After a wide study on quantitative and qualitative analytical methods, the paper uses the subject analysis method, the content analysis method in order to reveal the intangible differences of the slogans and to interpret them according to the social context that created them. We create seven subject disciplines and relevant criteria to classify the slogans, under the concept: “Library operation in human’s everyday life and in social evolution. Slogans are difficult to be interpreted because of their form, because of the symbolic, abstractive and metaphorical expression of meanings.

The campaign includes text and non- text actions, it includes happenings, that means experiences and relations, interrelations and interactions. If so, the subjective dimension is involved, the campaign expresses conscious and subconscious messages, so the techniques of semiotics are the proper methodological tools to detect them.

As the cultural dialogue and understanding is the only way to cross-cultural coexistence and pluralism, the importance of this research originates from its methodological proposal, in deep analysis, functionality and interpretation of the whole happening.

**Keywords:** Cultural heritage, the Message and the Medium, Communication and Promotion, Libraries and readers, Strategies for potential users, qualitative and quantitative methods.