

# **We are the last generation to touch a book.**

## **1. Introduction**

**Thesis statement:** Modern youth has a weak bonding with books. In new generation there is a decline in the habit of book reading. Many reasons contribute in this issue including economy, education system, society, and technology. This is a matter of concern because books play a significant role in human development. Therefore, measures should be taken to overcome this issue.

## **2. Significance of books.**

### **3. Why we are the last generation to touch a book?**

- i. Absence of government initiatives to promote books.
- ii. Lack of encouragement for authors and publishers.
- iii. Employment of fragmental and behavioristic approach (applied in USA during Bush administration).
- iv. The prevailing poverty graph.
- v. Low consumer purchasing power.
- vi. Rise in price of paper.
- vii. Education system.
- viii. E. books
- ix. Social media

### **4. Impacts of decline in book reading:**

- i. Dwindling businesses of leading booksellers and publishers.
- ii. Diminishing number of visitors in public libraries.
- iii. Increased use of digital technology.

### **5. How to preserve book culture?**

- i. Introducing a system of printing books on cheaper prices.
- ii. Separate sections must be created at all book outlets, providing free of cost reading material.
- iii. Organizing annual literary festivals.
- iv. Organizing book festivals
- v. Media should highlight the importance of books.

## **6. Conclusion**