

# Popcorn N' Picture Books: Promoting Children's Books in Academic Libraries.



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## Popcorn N' Picture Books: Promoting Children's Books in Academic Libraries

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### Abstract

The educational value of children's literature is supported by a wealth of research. Helping children to read, write, develop fluency, critical thinking, and multicultural awareness are just a few of the essential benefits of reading children's literature. During the twentieth and twenty-first centuries, children's books have gone from a small publishing venture to big business. About 2,000 books were published for children in 1960. By the nineties, this number increased to 5,000. The rise in publication numbers has been difficult for librarians to keep up with. As Bernice Cullinan and Lee Galda note, the challenge for librarians, parents, and teachers is to select the best from the vast array of children's literature. One aspect of our roles as librarians is creative promotion of new children's literature. While the promotion of children's literature reveals a broad array of ideas and programs for celebrating children's literature in public and school libraries, little has been geared towards academic libraries.

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