

Propensity of Using Different Media For Book Publicity Among Bangladeshi Authors

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ABSTRACT

Human minds may betray but books are one of the oldest and most reliable mediums to preserve the image of a period, a civilisation and its earned knowledge. A book itself acts as a disseminator of information and ideas. But the book has also some publicists: authors, publishers, readers and other stakeholders who publicize books. Books are publicized worldwide by various means through diverse and different media; media includes word-of-mouth, traditional mass media, and newer dimension to human communication, social media. There have been several studies on book marketing in Bangladesh on publishers and booksellers; but there is no study to examine the propensity of using different media for book publicity among native authors, as explored in this study. In the light of three research questions, four related theories and on the basis of surveys and key informant interviews, this qualitative study investigates which medium Bangladeshi authors use most to publicize their books and what are the reasons behind it. The study reveals that two-thirds of the Bangladeshi authors think that social media is becoming an alternative to mass media for book publicity. The study also explored how traditional word-of-mouth is taking newer shape for book publicity.

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Introduction

Books connect the past and future with the present. Books are not only the reflection of the past and present society, but the advanced mirror of the far-future society too. A book itself acts as propagandist. Book pages contain the dissemination of information, knowledge, messages, services and ideas. Book—one of the longest-lived mediums of communication—informs, teaches and connects people about their lives and worlds; book also entertains and influences human beings.

In his article on buying and selling old books Dutt (2016, p. 72) says, ‘Every book waits to be touched by the reader. All books, new and old. Library science says that “every book has a reader”.’

But who are the publicists of books? Who convey the news of books to the readers, and how? Through which media does the publicity of books occur? What are the media those play role for the publicity of books?

In *The Complete Guide to Book Publicity*, Blanco (2004) states, ‘book publicist is the middle-person between the source of news (i.e. the author or book) and the media’ (p. 74).

In this study, the word ‘book’ refers to any type of book on any subject printed in Bangladesh, written by a Bangladeshi author and published by a local publisher. But whatever the size, the number of pages of the book excluding the cover pages must be more than 48 (Unesco, 1964).

Publicity is the unbiased presentation of a product, service or idea in the media or news reports. There is no direct cost to this impersonal communication apart from the question of cost, its fundamental difference with advertising is that publicity is reliable (Blanco, 2004; Blech & Blech, 2001).

‘Book publicity’ refers to any promotion of books for free of cost. Book publicity can be done in two stages: preproduction publicity and postproduction publicity.

In his book *The Truth about Publishing*, Unwin (2015) explores various strategies for book publicity; these include: (a) blurbs, (b) book reviews, (c) sending free copies for discussion, (d) special pamphlets, (e) complete book list and (f) coordinated publicity of all books through ‘cooperative publicity’ i.e. book societies.

Word-of-mouth, miking, posters, banners, billboards, writing on walls, writing on t-shirts, leaflets, catalogs, visiting cards, bookmarks, calendars, short messages on mobile phones, emails etc. are generally considered as the publicity media.

The mainstream media has played a strong and influential role for a long time. Mass media has a huge impact on contemporary culture (Blanco, 2004).

The proliferation of internet-based interaction has given rise to a new type of social communication that is horizontal in nature (many-to-one and many-to-many). Castells (2009) calls this as mass self-communication; it is ‘mass’ because it can at times engage a local audience as well as a global audience, and it is ‘self’ because it is ‘self-generated in content, self-directed in emission, and self-selected in reception by many who communicate with many’ (Castells, 2009, p. 70).

Examples of mass self-communication are various forms of social media—Facebook, Twitter (now X), YouTube etc. These social media platforms are also widely used worldwide as a means of book publicity.

What is the position of Bangladeshi authors as book publicist in aspect of using all these media mentioned? Which media they use for book publicity, which medium they use more and what are the reasons behind it— understanding and figuring out these can be considered a very effective step from the point of view of book publicity and book marketing.

In this study, the tendency of using different media for book publicity among Bangladeshi authors has been investigated.

Background, Rationale and Objectives

In Bangladeshi media, news about books is not usually seen in diverse ways other than advertisements. Every year during the month of February, when the national book fair is held, lot of publicity of books is observed in newspapers, radio and television by various means overriding the advertisement. Even special pamphlets are also seen to be published. Such trend of book publicity is not observed throughout the year. But through social media, in Bangladesh especially on Facebook, multifaceted publicity of books is observed throughout the year. Publishers, mainstream booksellers and online booksellers, writers and readers can be found discussing books on Facebook. In this context, it is appropriate and timely to investigate the tendency of using different media for book publicity among Bangladeshi authors.

People use media to fulfill their specific needs. Through which media that specific need or satisfaction will be met, people tend to use that medium more. It is very important to know which medium Bangladeshi authors are using more for book publicity. In addition, the study also reveals how the authors are using the marketing mix to publicize their books. The knowledge gained from this research provides an ideal guide for book publicity and book marketing, and more broadly for the creative book publishing.

This study was conducted to attain a few specific objectives. These are:

- To know which media Bangladeshi authors used to publicize their books.
- To reveal which type of media Bangladeshi authors are using most for book publicity.
- To determine the platforms of conventional mass media and modern social media Bangladeshi authors are using most for book publicity.
- To get an idea about whether modern social media is becoming an alternative to mass media to the Bangladeshi authors for book publicity.

Research Questions

The following questions have been investigated in this study for examining the propensity of using different media for book publicity among Bangladeshi authors. The questions are:

- RQ1. Which media are used most by the authors of Bangladesh for book publicity?
- RQ2. What are the reasons for using the certain medium most by Bangladeshi authors for book publicity?
- RQ3. Is modern social media becoming an alternative to traditional mass media to the Bangladeshi authors for book publicity?

Literature Review

Observing students, Margolis (1984) has shown that word-of-mouth publicity is the main stimulus in choosing books to read.

A 2021 survey study found that 91 per cent of people trust word-of-mouth more than advertising, and word-of-mouth is the top medium for a business publicity, followed by Facebook, Google and Twitter (Todorov, 2021).

However, word-of-mouth publicity has been changed due to social media and the digital revolution. People now express anything to users who belong to the same community or groups in the online arena. Realising this, British author JK Rowling turned to online word-of-mouth as one of the main mediums of book promotion, and she was successful (Ian, 2021).

Igbinoia and Egbodofo (2015) have showed that leaflet and flyers are the most effective medium of promoting awareness about books.

Guha (2018) shows some publishers in India are emphasizing mail and direct communication as a medium of book marketing.

But no study found on the role of authors and their use of media for book publicity in Bangladesh.

Islam (2018) has correctly emphasized the post-production stage of book marketing; but advertising has been widely considered to be the main marketing activity in the article.

Islam (2017) urges to publish the book details and reviews on the publisher's website as well as in newspapers and periodicals in addition to advertising as marketing activity.

Moinuddin (1984) discussed how to promote books via mainstream media and book fairs while taking publishers' and booksellers' interests into account, but he did not address the role that writers play in book publicity.

Bookstores, libraries, book fairs etc. are also mediums of book publicity (Guha, 2018). In fact, publishers of Battala, West Bengal, India, depended mainly on hawkers for book marketing, who delivered printed books to villagers (Sreepanth, 1977; Roy, 1981).

In *Marketing System of Used Books in Dacca City*, Hasan (1978) sheds light on the market, distribution and sales of second-hand books in Bangladesh. Though the role of old booksellers or any other party in book publicity was not explored in the study.

Begum (1992) refers to book fairs as an important means of book publicity and notes that books must be publicized similarly to news broadcasts on radio and television and similarly to literary news in newspapers. Authors are categorized as first on the list of people involved in book distribution, although the study says nothing about what part authors play in book promoting.

In *How to Market Books*, Baverstock (2015) says that recently the active participation of authors in book marketing is increasing and dependency of publishers on authors is also increasing.

By highlighting how blogs, websites and links are being used by concerned authors and publicists to market a new book in the age of internet, Morrell (2005) shows that a new and potential placeless market is reforming the traditional way in which books were presented, marketed and sold.

Aula (2010) argues that social media users are constantly communicating and interacting with organisations in meaningful ways. As a result, any organisation can consider social media (which is not limited and where production is not expensive) as a key medium of ambient publicity where the work environment is considered as a market environment and the organisational environment as a communication environment.

There are some people in the society who can influence the minds of others, they are called opinion leaders. One of the widely used social media in Bangladesh is Facebook.

In *Influence of Opinion Leaders on Facebook Users in Bangladesh: A Survey*, Alam and Sarker (2019) show that (a) opinion leaders exist on the Facebook platform (the researchers call them as Digital Opinion Leader or DOL), (b) these digital opinion leaders influence the communication and interaction of Facebook users, and (c) young adults (aged between 26 and 35 years) are the most influential digital opinion leaders.

Popular figures and authorities in related fields can be important promoters of books, whose testimonials about a book can boost the book's campaign (Appelbaum, 1998).

These social media influencers can be best used to convey information about products, services or ideas to target customers. This technique is called 'influencer marketing'. Heath-Wareing (2018) believes these influencers may eventually get to the point where companies depend on them to promote their goods and ideas.

In a research article based on a literature review on the trend of Australian publishers' social media usage, Nolan and Dane (2018) show that publishers are regularly using social media for book marketing, and nowadays, social media marketing is more focused on audience management than on creating a community of followers for the purpose of providing a captive audience for promotional messages.

Hasib (2015) describes that Facebook users in Bangladesh use the platform to pursue new careers, express their own opinions, grow their networks, and do business, as well as to reconnect with old friends and make new ones or preserve family relationships.

Social media can be used to publicize books among readers. It needs to be investigated whether and how the authors in Bangladesh use Facebook marketing or any other social media marketing for book publicity.

But no study is found on the use of social media for book publicity by the Bangladeshi authors.

Theoretical Framework

Four theories have been taken into consideration in examining the tendency of using different media for book publicity among Bangladeshi authors. These are: Uses and Gratification Theory, Media Dependency Theory, Two-step Flow of Information Theory and Marketing Promotion Mix Theory.

Uses and Gratification Theory

Media was supposed to play a monopoly, one-sided unidirectional role in aspect of influencing the mind of the audience. But that deep-seated idea got completely stumbled when Uses and Gratification theory comes into light.

According to this theory, the audience consumes a medium subject to satisfaction; they change the medium if the purpose of use is not achieved. Elihu Katz and Jay Blumler and Michael Gurevitch proposed the theory in the 1970s. They (as cited in Baran & Davis, 2012) mentioned five main components of the model including (a) audiences are active and their media use is goal-oriented and (b) need gratification and media selection are entirely up to the audience.

In 1979, while defining active audience, Jay Blumler (as cited in Baran & Davis, 2012) said (i) the extent to which a person uses a medium depends on their prior beliefs and intentions, and (ii) it is possible to get an accurate idea about audience's interests and priorities by observing a person's propensity of using the medium.

In the light of this theory, it is easy to understand whether or why authors use different media despite having the same objective (publicity), and which media is more satisfying to them on average.

Media Dependency Theory

In the 1970s, Melvin DeFleur and Sandra Ball-Rokeach conducted separate studies on whether the audiences are active as portrayed by the Uses and Gratifications theory. They (as cited in Baran & Davis, 2012) showed that when using a particular medium, the dependency of the respective audience on those medium increases.

It is easy to explain in the light of the media dependency theory, how much the authors' dependency on the medium increases when they use a particular medium for book publicity, and at the same time how much control or influence of the medium grows on the authors (Pearce, 2009).

Two-step Flow of Information Theory

Paul F. Lazarsfeld and his fellow researchers challenged the one-step flow of information theory which states that the ideas and messages flow directly from the media to the audience. They surveyed voters in two consecutive US presidential elections in 1940 and 1944, and found that the information from the mass media first reaches the opinion-leaders (who have greater personal influence over others) and then the information from them reaches the less active people in the society (Lazarsfeld, Gaudet & Berelson, 1948).

Hence, two-step flow of information theory and the concept of personal influence of the opinion leaders are helpful in understanding the success of authors' book publicity strategies.

Marketing Promotion Mix Theory

Promotion, according to Stanton, Etzel and Walker (1994), informs, persuades, and reminds the market about a product and/or the company selling it in an effort to change

the recipients' thoughts, feelings, or actions. Promotion can be done in various ways, together they are called the marketing promotion mix. These are: (a) personal selling, (b) advertising, (c) sales promotion, (d) public relations, (e) publicity and (f) direct and digital marketing.

So, publicity itself is a strategy of promotion. How often and which media do Bangladeshi authors use this technique for book publicity can be explained in the light of marketing promotion mix theory.

Research Methodology and Sampling

This research has been carried out using a combination of quantitative and qualitative methods to verify the tendency of using different media for book publicity among Bangladeshi authors. The main method of research was survey through a semi-structured questionnaire which was administered to the authors. Besides, key informant interviews were conducted through semi-structured questionnaire.

The survey was conducted on 50 people among the Bangladeshi authors. The sample selection method for the online and in-person survey was random and purposive sampling. The sample was selected taking into account their age, gender, occupation, geographical location and thematic variation of their published books.

An average of 500 publishers take part in the annual Amar Ekushey Boi Mela each year. Thus, the sample of fifty authors accounts for 10% of the population, and each sample represents at least one publishing house.

Among the sample 30 per cent were women. 33 authors were of Y generation (born in between 1981 and 1996), 16 were from X generation (born in between 1965 and 1980), one of the authors represents the generation of baby boomers (born in or before 1964).

In addition, six Bangladeshi writers recognized with literary awards were selected for the key informant interviews. Here also diversity in terms of age, gender and writing genres was taken into consideration.

The survey and the interviews were conducted in Bengali language for the comprehension, and while incorporating the data into this study, the responses and answers were translated into English by the authors of this study.

Survey Data Presentation and Analysis

The survey was conducted in-person and online among fifty Bangladeshi authors throughout 2021 using a semi-structured questionnaire that combined both closed and open-ended questions.

The data obtained in the survey are analysed here in a step-by-step manner. Excel is used to exhibit the study's survey results.

Book publicity, phases and use of media

Regardless of gender and age, all 50 authors surveyed say they publicize their books in some way. Hundred per cent of the authors surveyed publicize their books through one or the other medium(s).

Most of the authors publicize their books both before and after the publication: 2 per cent authors are said to have publicized book only before their book is published, 14 per cent authors publicize their book only after their books are published, and 84 per cent authors use to publicize their books both before and after their books are published.

Authors use various media to publicize their books. They use one or more mediums for book publicity. They include social media (Facebook, Twitter, Instagram, YouTube, Scribed, LinkedIn, etc.) and mass media (Newspapers, printed periodicals, radio, television, online media, etc.).

The other mediums which were listed in the survey questionnaire: miking, poster, billboard, leaflet, catalog, visiting card, bookmark, calendar, text messages, email, graffiti, T-shirt, printed banner, and word-of-mouth promotion.

All the authors surveyed (100 per cent) use social media to publicize their books. 64 per cent authors publicize their books through mass media. It is found that 10 per cent authors publicize books through mobile phone text messages, 8 per cent through catalogs, 6 per cent through email and printed banners each, 4 per cent through leaflets and word-of-mouth each, and 2 per cent through visiting cards.

First publicity of the book

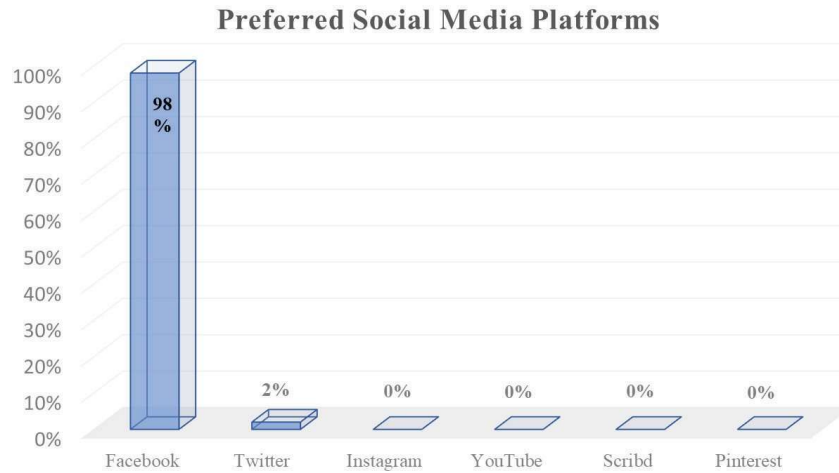
84 per cent authors put social media as their top choice for pre-publication book publicity medium. 6 per cent authors use mass media to disseminate information about unpublished books. 4 per cent authors use text messages and email, 2 per cent authors use word-of-mouth to publicize their unpublished books.

Social media is the first choice for 84 per cent authors to publicize their published book. 10 per cent authors' first choice is mass media for post-publication book publicity. Catalogs, text messages and word-of-mouth are first choice for only 2 per cent of the authors for each category.

Book publicity through social media

Hundred per cent authors in the survey use social media for book publicity. 98 per cent authors first publicize their book on Facebook. Only 2 per cent of the authors use Twitter.

Figure 1: Preferred social media platforms for book publicity



Source: Prepared by the authors of this article using the survey data

While publicizing their books 18 per cent authors post only the book cover, 4 per cent post only book information, 2 per cent post only author-related information on social media platforms. 76 per cent authors' social media posts for book publicity contains information on all three topics: cover, book and author.

84 per cent authors do not use social media for readers' opinion while selecting book covers. The rest 16 per cent authors try understand audiences' choice. 6 per cent authors try to get other's opinion through social media while finalizing the name of the book. 94 per cent authors do not take any opinion on social media in choosing book titles.

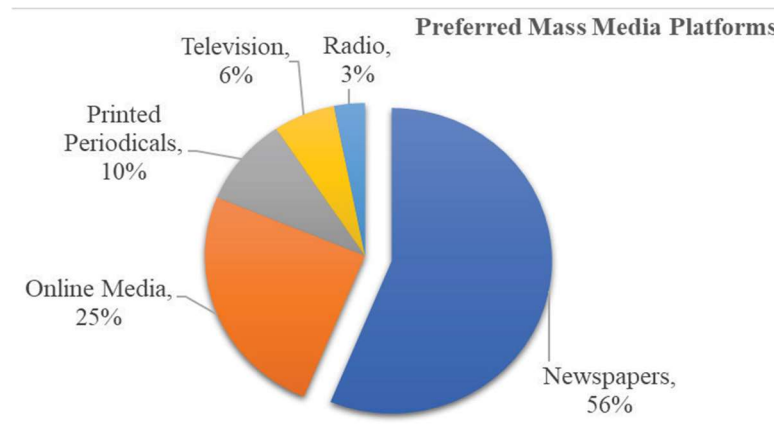
96 per cent authors agree that social media plays a positive role in book publicity. Specifically, 60 per cent authors extremely agree and 36 per cent moderately agree about the positive role of the social media in book publicity; 4 per cent of the authors moderately disagree, and no one fully disagrees.

Book Publicity through mass media

64 per cent authors publicize their books through mass media. 36 per cent authors do not use mass media to publicize their books.

Among the authors surveyed who promote their books in mass media, newspapers are the first choice for 56 per cent; online media is the first choice for 25 per cent, print periodicals for 10 per cent, television for 6 per cent and radio for 3 per cent per cent of the authors.

Figure 2: Preferred mass media platforms for book publicity



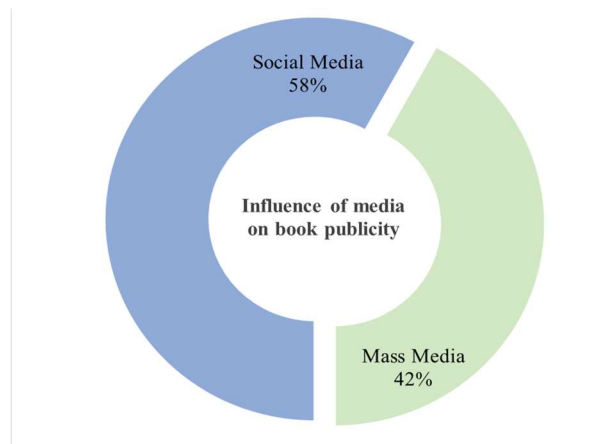
Source: Prepared by the authors of this article using the survey data

Among the authors who use mass media to publicize their books, hundred per cent of them publish the book cover and introductory information; 13 per cent of them publish book reviews and 3 per cent authors use press release for book publicity.

94 per cent authors agree that mass media plays a positive role in book publicity. Precisely, 62 per cent authors extremely agree and 32 per cent moderately agree about the positive role of mass media in book publicity; 6 per cent of authors moderately disagree, and no one fully disagrees.

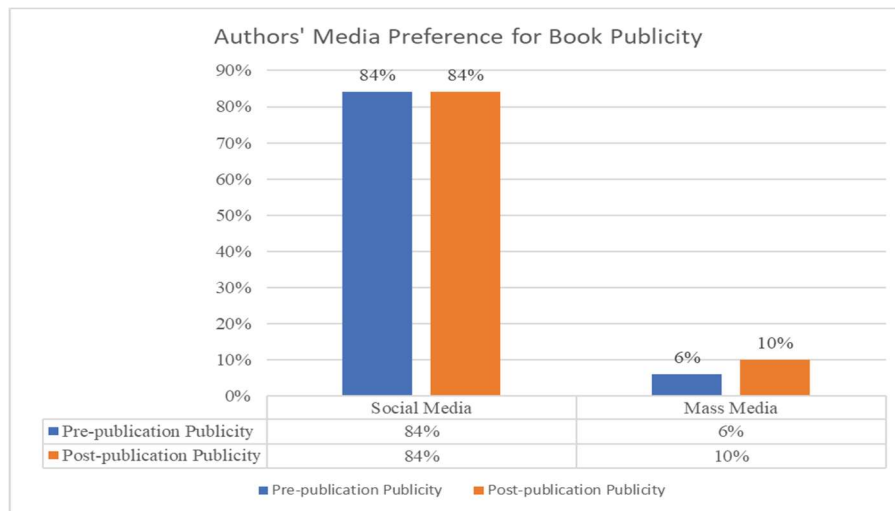
Comparison of media in book publicity

58 per cent authors surveyed feel that social media can be more influential in book publicity. The other 42 per cent think that mass media is more influential than social media in book publicity (Figure 3).

Figure 3: Influence of media on book publicity

Source: Prepared by the authors of this article using the survey data

According to 68 per cent of the authors, social media is becoming an alternative to mass media in book publicity, other 32 per cent authors do not think alike.

Figure 4: Authors' media preference for book publicity

Source: Prepared by the authors of this article using the survey data

Data discussed earlier shows, as can be seen from Figure 4, 84 per cent authors use social media as first book publicity medium in both pre-publication and post-publication cases. But mass media is the first choice of 6 per cent authors for pre-publication book publicity while 10 per cent authors first use mass media for post-publication book publicity.

Data discussed previously provides a comparative picture of authors' views on the positive role of media in book publicity: 96 per cent of authors agree on the positive role of social media in book publicity while 94 per cent of authors agree about the positive role of mass media in book publicity.

Other insights the data offers

From the data obtained from the authors surveyed it is found that there are authors (at least 36 per cent) in Bangladesh who do not use mass media to publicize their books, but there is no author who does not use social media for book publicity.

It can be seen that almost all Bangladeshi authors use Facebook (98 per cent) as social media platform to publicize their books. But the mass media used by them in the same purpose are divided into several categories: newspapers (58 per cent), online media (25 per cent), printed periodicals (10 per cent) etc.

Data shows that the Bangladesh authors do not take anyone's opinion significantly in selecting the cover and title of the book through social media as part of book publicity; there is a low tendency of taking opinions on name selection (6 per cent) than on cover selection (16 per cent).

Data reveals that the Bangladeshi authors tend to publicize their books in the mass media using numerical or informational data like name, price, publication date etc. instead of qualitative content like discussion of the main text of the book.

Data show that fewer authors disagree with the positive role of mass media (6 per cent) and social media (4 per cent) in book publicity regardless of which medium felt more influential on the authors' mind.

It is found that authors who do not use social media and mass media as their first choice for pre-publication or post-publication book publicity, they consider social media as an alternative for book publicity.

Data reveals two more distinguished insights: those who use word-of-mouth and catalogs as the first medium of book publicity consider mass media as the most influential, and those who use e-mail and text messages as book publicity medium consider social media as the most influential.

Key Informant Interviews

In this study, six recognised Bangladeshi authors, who won at least one literary award, were selected for Key Informant Interviews. They are storyteller and poet Labonno Lipi, fiction writer Abdullah Al Imran, science writer Khaleda Yasmin Eti, children's

literature writer Aadwayto Marout, novelist Emon Chowdhury and mystery writer Shahnaz Parveen Panna (Shahnaz Munni).

In December 2022, they were interviewed in-person, by telephone and online. The interview format was open discussion. However, a semi-structured questionnaire was put in place to steer the discussion in a specific direction.

Telephone interviews were audio recorded, as well as notes were taken. The audio recordings were later transcribed. Notes were taken along with dictation. Later, the data obtained from the online interviews was analysed according to individual themes. Here are the key points that emerged from the interviews with the authors.

Importance of word-of-mouth

Shahnaz Parveen Panna says word-of-mouth is a very important publicity method. Authors can convey the information of their books to their intended readers through word-of-mouth. It is happening in the digital world too, but in a different way. It can be named as ‘virtual word-of-mouth’ process. A writer is connected to many groups/pages on social media (such as a messenger or WhatsApp group or a Facebook group or page) where a large number of readers exist (interview, December 2022).

Book publicity and use of social media

Aadwayto Marout says, social media allows readers to respond directly, give instant feedback. There is no shortage of space on social media platforms where more likes and/or comments increase the publicity. Though there are other factors to convince a reader to buy a book, publicity of books is easiest and most effective by using social media, especially Facebook, in Bangladesh (interview, December 2022).

Shahnaz Parveen Panna says people now prefer to get information online. People spend a lot of time on social media and have access to information easily. Information about and/or on books can also be easily disseminated to diverse group of people through social media. Book publicity seems to be successful on social media as a large portion of target readership stay active there (interview, December 2022).

Book publicity and use of mass media

Aadwayto Marout says that people’s trust in mainstream media was not achieved overnight. The mass media has achieved credibility through many years. However, book reviews in the mass media are not as objective as they supposed to be, rather absolute praise is seen in most cases (interview, December 2022).

Shahnaz Parveen Panna says that during book fairs, book publicity in newspapers or mainstream media is visible. But it is not possible for most authors to publicize their

new books in the mainstream media. Hence, though mass media is more trustworthy, it is not the most effective medium to the authors for book publicity (interview, December 2022).

Confidence on mass media

Abdullah Al Imran says, decision-making demands something different—trustworthy institutions, acceptance, reliability, and credibility. With these considerations in mind, writers, like all other audience, still trust the mainstream mass media (interview, December 2022).

Labonno Lipi says that serious readers still trust mainstream mass media. Mass media can easily bring a writer to readers. Thus, authors' confidence also grows on the mass media (interview, December 2022).

Social media as first choice

Abdullah Al Imran says that social media is the first choice for Bangladeshi authors to publicize books due to its features of easy reach, no barriers in communication and altered habitude of the users etc. (interview, December 2022).

Labonno Lipi says, firstly, an author can easily inform the reader about their books in their own ways. Immediate feedback from readers, and opportunity of information modification at any time are, perhaps, the reasons authors are now more interested in publicizing their books through social media (interview, December 2022).

Khaleda Yasmin Eti says that accessibility is a very important indicator. Social media is the most accessible platform to writers, just like anyone else. As a result, authors are becoming accustomed to choosing social media as their first media choice for book publicity, regardless of the medium's credibility and acceptancy (interview, December 2022).

Social media as an alternative to mass media

Labonno Lipi says there is no scope to deny that social media these days has become an alternative medium to authors for book publicity. Facebook groups can play a constructive role to promote good writing in an unbiased manner rather than just promoting famous authors (interview, December 2022).

Shahnaz Parveen Panna says that there is still a lot of trust in the mass media for book publicity. But one thing can be noted, mass media only highlights the famous authors whereas reaching the target audience is of utmost importance in social media (interview, December 2022).

Abdullah Al Imran says that social media will not easily gain trust or be as reliable as mass media, because there is a lack of proper monitoring and screening. Hence, there is considerable skepticism about the success of decision-making (interview, December 2022).

Influence of Opinion Leaders in Book Publicity

Shahnaz Parveen Panna says when a famous person or social media influencer discusses or quotes a book on Facebook, that book gets a lot of publicity. Whether the book is being sold or not, or whether anyone is reading the book at all, it can be said that the digital opinion leaders of social media influencers play a major role in publicizing books (interview, December 2022).

Abdullah Al Imran says not just on Facebook or YouTube, when popular figures (such as sportsmen, heroes or writers) discuss a book on mainstream media (such as newspaper, television or radio), the general readers' interest on that book increases. The question of willingness, ability and habit to buy or read books is quite complex; but it can be said that those who can influence people's opinion play a big role in book publicity (interview, December 2022).

Key Findings

Considering the four theories —uses and gratification theory, media dependency theory, two-step flow of information theory and marketing promotion mix theory— and analysing the data obtained from the survey and key informant interviews, some new insights are found on the propensity of using different media for book publicity among Bangladeshi authors.

The uses and gratification theory talks about the satisfaction of the audience from using a media. The obtained data shows the satisfaction of authors who use different types of media covering the traditional to modern ones to publicize their books. The authors use different kinds of media to serve different types of purposes. Both mass media and social media have their own features that satisfy the authors.

Media dependency theory focuses on the escalation of audience's dependency on a particular media through using it and the role of the media to control its audience. Data found in this research reflects the author's dependency on particular media. The access to, presence in and availability of social media plays a specific role for its audience. On the other hand, author's dependency on mass media relies on the credibility, acceptancy and reliability of the media. As two-step flow of information theory suggests that the personal influence of a particular class of people is important than the mass media on the audience, this research found there exist some opinion leaders on social media. With the shift of the

pattern of personal communication due to the influence of social media, the word-of-mouth effect rules in a form of ‘virtual word-of-mouth’.

The promotion mix theory introduces the key elements of promotion where publicity is one of the major elements. Data obtained in this research shows the definite publicity techniques of Bangladeshi authors.

Hence, the research findings reach to these conclusions:

Book publicity and different media

- Bangladeshi authors use various media—from age old word-of-mouth to modern social media—to publicize their books.
- Though being the age-old method of publicity, the tendency of Bangladeshi authors towards traditional word-of-mouth is comparatively less for book publicity. However, ‘virtual word-of-mouth’ can play an important role in the virtual sphere to concern or interested community members.
- Whatever the media is, Bangladeshi authors think that opinion leaders play a big role in book publicity.

Mass media and its credibility

- A significant section of authors of Bangladesh still considers mass media as an important means of book publicity.
- Among the mass media platforms, the newspaper is the best choice as a book publicity platform to Bangladeshi authors.
- Authors mostly publish book cover and introductory information and use book reviews for book publicity in mass media.
- Bangladeshi authors have high confidence in mainstream mass media for book publicity due to its reliability, acceptancy and credibility attributes.

Accessibility of social media and its popularity

- Most of the authors of Bangladesh prefer social media for book publicity.
- Among social media, Facebook is the best choice as a book publicity platform to Bangladeshi authors.
- Authors publish book covers, book and author’s information on social media.
- Social media is increasingly accepted as a medium of communication by

Bangladeshi authors due to its accessibility, affordability, target readership and users adopting habituation.

Social media as alternative to mass media

- Most of the authors of Bangladesh believe that both social media and mass media have a positive role in book publicity.
- The authors of Bangladesh are almost divided on the question of media's influence in book publicity. However, social media is considered by most authors to be an influential medium.
- More than two-thirds of Bangladeshi authors think that social media is becoming an alternative to mass media for book publicity.

Research Limitations and Future Scopes

For practicality, it was not possible to conduct any survey on the publishers and booksellers of Bangladesh to know how they work for book publicity. This is one of the major limitations of this study, because, in this country, publishers and booksellers are playing a greater role in book marketing. Readers were not involved or asked for their opinions in this study. This is also a limitation of this study.

Due to time constraints, a small number of samples were taken. If the sample size was larger, the results might have shown a panoramic view.

Based on the findings of this study, some recommendations can be made:

- In a lecture in Philadelphia on which books were more widely circulated before 1800, Hollenbeck (1938) noted that the role of publishers and booksellers in creating public taste for reading cannot be understated, although they are often neglected. This study also does not shed light on the role of publishers and booksellers in book publicity; hence there is scope for future research.
- Advertising and publicity are the two main forms of promotional communication. Lord and Putrevu (1993) have shown that how consumers respond to advertising and promotional communications depends significantly on the audience's cognitive processing abilities, opportunities, and motivations. As a result, there is a need for research on the thinking and effectiveness of book publicity media from the reader's perspective as well.
- Since the question of trustworthiness still remains, social media authorities can work on it. They can take initiatives to create an environment where stakeholders in the book publishing world, like any other business, can consider social media as a medium of trust.

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