

Practice of Reading Promotion in Local University Libraries——Take Liupanshui Normal University as an Example

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Abstract: Taking the interview salon reading promotion of "Longshan Lun Dao" in the library of Liupanshui Normal University as an example, this paper analyzes the current situation of reading promotion, discusses the practices and existing problems of reading promotion, and puts forward corresponding countermeasures from the aspects of new media technology application, diversified cooperation and campus culture education, so as to provide references for reading promotion research.

In recent years, China has vigorously advocated universal reading and issued the regulations on the promotion of universal reading.^[1] Reading promotion activities in libraries all over the country have sprung up one after another. As the center of literature resources and the place of dissemination of scholarly culture, university library reading promotion has become an important content of campus culture construction, and has attracted more and more attention from colleges and universities.^[2] Combining the advantages of colleges and universities in their own resources, environment, technology and services, paying attention to brand building and promoting the in-depth development of reading promotion has also become the top priority of university library work, which fully conforms to the connotation of national reading, and is of great significance for promoting the construction of learning society and spiritual civilization.

1. Current Situation of Reading Promotion in Liupanshui Normal University

Combined with the era background of "national reading" in full swing, the library of Liupanshui Normal University responded to the situation, actively made use of its own advantages, insisted on carrying out a series of campus reading activities with diverse forms, rich connotation and unique characteristics, made great efforts to create a campus cultural brand of "Shuxiang Minghu" with the connotation of "pleasant reading, diligent writing, clear reason and good thinking", and gradually formed an interview salon with "Longshan on Taoism" The high-quality reading activity with the theme of "Minghu Yuedu" promotes the communication between teachers' readers and students' readers, builds a platform for knowledge exchange, promotes the dissemination of reading,

knowledge and information, creates a strong campus reading cultural atmosphere of "good reading, good reading and good reading", guides teachers and students to love reading, be diligent in thinking, read and seek knowledge, and improves the cultural literacy, temperament cultivation and comprehensive quality of teachers and students, Stimulate the vitality of reading promotion and promote the continuous, efficient and in-depth integrated development of national reading.

Since 2012, with the annual "4.23" world reading day as an opportunity, Liupanshui Normal College library has carried out various forms of reading activities. It has carried out over ten kinds of reading promotion activities including the theme book exhibition, special lectures, photo competition, competition answers, book hunting, book drifting and excellent reader rating, using propaganda columns, posters, official account of WeChat, and electronic screen. All activities are open to teachers and students. Constantly mobilize the interest and enthusiasm of teachers, students and readers.

2. A Case Study of Reading Promotion in Liupanshui Normal University

In 2018, the library of Liupanshui Normal University combined with years of experience in reading promotion, explored ideas, explored breakthroughs and innovated working methods, established a special working group, formulated a work plan, and created an interview salon activity of "Longshan Lun Dao", which greatly mobilized the enthusiasm of teachers and students to participate and created a good reading atmosphere, which was highly praised by the majority of teachers and students.

2.1. Planning of Interview Salon Activity of "Longshan on Taoism"

(1) Activity research: on the eve of 2018 "4.23" world reading day, in order to carry out reading promotion activities more efficiently, the library decided to launch new reading promotion activities during a meeting to discuss a series of activities. Then the library reading promotion team was established, which was strongly supported by the school Party committee, the publicity department and the Youth League Committee. The reading promotion team of the library conducted a lot of work for teachers and students, such as questionnaire survey, investigation and visit, data analysis and so on, and discussed and studied the content and relevant details of the activity. After several months' efforts, the interview salon activity was finally determined. Because Liupanshui Normal University is located at the foot of the beautiful Longshan mountain, combined with the regional characteristics of the school, the new activity was named "Longshan Lun Dao" interview salon. The purpose of the activity is to build a platform for knowledge exchange and invite a guest group composed of school leaders, leaders of secondary colleges, professors, doctors, lecturers, experts and scholars outside the school to interview and exchange with students, so as to promote reading, knowledge dissemination and exchange.

(2) Activity planning: before each activity, the reading promotion team of the library should plan in advance, determine the theme according to current affairs and politics, hot information, major festivals and the problems most concerned by college students, draw up the planning scheme, report to the leaders of the library for review, and finally determine the theme, so as to carry out the interview activity. For example, the theme of the first phase of the activity "entering Hawking" is because Mr. Hawking died on March 14, 2018, which has a high heat and formed a topic phenomenon on the campus, which has a high degree of discussion. We responded quickly, determined that the theme of the current activity is related to Hawking, and invited doctors and professors from the school of physics and electricity to conduct interviews, thus opening the prelude to the interview Salon of "Longshan Lun Dao". Once the activity was launched, it was highly

praised by the school leaders and teachers and students. For another example, on the occasion of the 100th anniversary of the founding of the party, we immediately invited experts from the College of Marxism to carry out an interview salon with the theme of "Centennial party history and Centennial glory". The students who asked questions on the spot were very interested and interactive, which greatly improved the attention and borrowing of party history books by teachers and students.

2.2. Implementation of Interview Salon Activity of "Longshan on Taoism"

(1) Invited guests: the "Longshan Lun Dao" interview salon activity is co-sponsored by the library, the Publicity Department of the Party committee of the University and the Youth League Committee of the University. All departments of the University, secondary colleges, student reader associations, volunteer associations and other student groups work together to ensure the implementation and effectiveness of the project. According to the theme of each activity, determine the guest scholars to be invited, discuss the theme and communication content with the guest scholars, prepare the speech and host draft in advance, and the reading promotion team of the library will organize, implement and track each link in the whole process, so as to facilitate the smooth progress of the salon.

(2) Activity site: each activity lasts 60-90 minutes, with 60-100 readers participating. Around the theme of each interview activity, a host will host the event and lead out relevant questions to the guests participating in the activity. The guests will interpret the theme content in simple terms according to the prepared manuscripts, and further deepen the theme connotation through careful analysis and interaction, so that the readers can get resonance and understanding. After sharing, there is a student question session, forming a good interaction between guests, hosts and students. Students who ask questions can also get exquisite gifts, which greatly improves students' enthusiasm to participate in activities.

(3) Extensive publicity: before the activity, the library reading promotion team will design exquisite posters according to the current theme and place them in teaching buildings, libraries, student dormitories, campus public areas and other places. The activity notice is released online and offline through posters, billboards, librarian's Micro platform, QQ group and Wechat group, so that teachers and students can know the content of the activity in time. During the activity, the reporters of the college students' Press Group will be invited to interview and report on the activity. After each activity, the activity news will be released on the school's official website and official micro platform to strengthen publicity, so that more teachers and students can understand and actively participate in the activity.

(4) Book recommendation: at the end of the activity, there is a Book Recommendation link. According to the theme content of each issue, guests will recommend 3 to 5 relevant books to readers, briefly introduce the book information, and the purpose and significance of recommending this book. Then, the staff will provide the collection location and acquisition methods to further stimulate readers' interest in reading, promote readers to enter the library more actively and frequently, and improve the borrowing volume of relevant books.

2.3. Enlightenment from the Interview Salon Activity of "Longshan on Taoism"

2.3.1. The Activity has Achieved Remarkable Results

The interview Salon of "Longshan Lun Dao" in the library of Liupanshui Normal University has been held since 2018. So far, 13 series of theme salon activities have been held, including: "discovering the beauty of mathematics", "inheriting intangible cultural heritage and carrying forward the excellent culture of Buyi Nationality", "reading thousands of books and traveling

thousands of miles", "elegance in every move and feeling in every word", covering literature, mathematics, history, politics Education and other disciplines. According to the theme of each issue, 54 books such as *Brief History of Time*, *Mob*, *Buyi Literature*, *Introduction to Education*, *Shouting in The Drizzle* and *Getting Rid of Poverty* are recommended. According to statistics, the borrowing volume of these recommended books has increased to a great extent. In addition, such books recommended by experts and scholars, as the sharing content of the reading sharing meeting of "Minghu Yuedu", another boutique activity of "Shuxiang Minghu", are closely linked and promote each other, which has greatly stimulated students' interest in reading and improved the utilization rate and service level of Library Cultural Resources.

The event was broadcast on the news channel of Liupanshui radio and television station on the "April 23" world reading day in 2019, and published on the "Wumeng news". The 9th issue of "theme education for you, me and him" was included and reprinted by the Guizhou "Tianyan" news platform. The activity won the excellence award of the National Normal University Library Academic Seminar in 2021.

2.3.2. Highlight Social value

It has been three years since the implementation of the project, and the brand has been formed in 2018. In the reading promotion, the activity is led by experts and scholars. Teachers and students read together. The discussion topics are hot topics. The form is novel and attractive. According to the statistics of the borrowing system, the borrowing volume of topic related books increased before and after each activity. From the reader survey, forum feedback and reader participation, more and more readers participated in the discussion, and readers' reading enthusiasm continued to rise.

The legendary saying of Du Fu, the poet saint, that "reading breaks through thousands of volumes and writing is like God" accurately describes the great social value of reading. "Longshan on Taoism" activity abandons the formality of talking on paper and forms a systematic and normalized development principle. It can correctly guide readers' reading motivation, stimulate readers' reading interest, improve reading effect and greatly meet the new reading needs of readers. And the reading behavior runs through the reading practice activities, so that readers can obtain knowledge and absorb nutrients in reading, experience and feel life in reading, and form good reading habits, which plays an important role in improving the cultural literacy of teachers and students and promoting the construction of a harmonious society.

3. Suggestions on Reading Promotion in University Library

With the in-depth development of "national reading", the reading promotion activities in colleges and universities have a certain demonstration and leading role. Nowadays, reading promotion activities in colleges and universities are becoming more and more attractive. There is still a long way to go, active exploration and considerable development in order to truly make reading promotion activities with characteristics and brand effect. University libraries should make plans, seize the great opportunity of the vigorous development of new media, strengthen the use of new media, integrate high-quality resources, realize the sharing and integration of resources inside and outside the school, constantly expand the scope and level of reading promotion, and further enhance the penetration and influence of reading promotion.

3.1. Integrate Digital Resources and Strengthen the Use of New Media

The traditional reading promotion mode has some problems, such as single promotion, single form, low reader participation, passive acceptance of reading promotion content and so on. ^[3] With the

rapid development of information technology, the Internet plus reading promotion mode has been increasingly emphasized. University libraries should understand their strengths and weaknesses, integrate digital resources, make full use of the characteristics of the Internet era, and use new media technology to carry out reading promotion activities with distinctive themes, rich contents and various forms. For example, university libraries should make good use of short videos for reading promotion, especially the vibrato platform, which is popular among young people, and tiktok the breadth and depth of reading promotion. For example, the "Dragon Mountain tiktok" salon activities in our school can be used to promote the use of the jitter in line, and to shoot every short activity into short videos, through proper music and short text interpretation, and also to dub the voice to interpret, to present the whole activity in a way that readers like, and to enhance interaction with readers, so as to enable readers to get better service experience and furtherly enhance the effect of reading promotion.

3.2. Analyze the Reading Needs of Readers and Carry out Diversified Cooperation

With the rapid development and application of new media, reading promotion activities pay more attention to the interaction with readers. University libraries should update their inherent concepts, integrate all kinds of new ideas, and comprehensively understand and excavate readers' reading needs, reading preferences and reading habits through questionnaires, field visits and online communication, so as to ensure the integration of theory and practice and ensure the quality and effect of reading promotion. University libraries should also strengthen cooperation with local governments, integrate their own collection resources, electronic resources, technology and other advantages, strengthen the social functions of university libraries, carry out diversified cooperation modes, conduct in-depth investigation and Research on a series of problems to promote reading, and design appropriate reading promotion activities according to readers' reading enthusiasm and initiative, so as to meet the actual reading needs of readers, Constantly improve readers' reading enthusiasm and reading level.

3.3. Focus on Brand Construction and Form the Characteristics of Campus Culture and Education

According to the content of cultural construction in colleges and universities, reading promotion should be included as an important work. Closely focusing on the goal of cultivating talents in Colleges and universities, the professional team of reading promotion in the library should plan as a whole and design the reading promotion activities most suitable for colleges and universities according to the reading needs of students. For example, the "Longshan on Taoism" interview Salon of Liupanshui Normal University is a reading promotion activity planned and launched according to the school running characteristics and local characteristics of Liupanshui Normal University. At the same time, it is also one of the important contents of the construction of "Minghu campus" of Liupanshui Normal University. It basically holds two activities every year, forming a certain brand effect on the campus. Through the development of this brand activity, students' interest in reading is stimulated, It has improved students' communication, expression and writing ability, and improved the utilization rate and service level of literature resources in the library of Liupanshui Normal University. For another example, the library of Tianjin Normal University carried out a series of activities such as "reading, self-cultivation, learning and morality building", which organically combined reading promotion with service education, and established a "Jianjia reading club", which comprehensively built a campus reading promotion and education base through theme practice activities, and achieved good results. ^[4]

University libraries should pay attention to the brand building of reading promotion, avoid the disadvantages of convergence and singleness, screen theme activities, ensure the sustainability and durability of reading promotion, combine teaching with fun and teaching with normality, continuously stimulate readers' enthusiasm for participation, make the activities "lasting" and "new from time to time", and form a good atmosphere of "love reading, good reading and good reading" on campus, Help build a learning society ^[5].

4. Conclusion

As an important carrier of campus culture construction, University Library undertakes the important functions of expanding the knowledge of teachers and students, strengthening professional quality and improving cultural literacy and moral sentiment. University libraries should carry out long-term planning and implement the reading promotion work. Although the library of Liupanshui Normal University has formed its own brand in reading promotion, it lacks follow-up evaluation mechanism and needs to be further improved. University libraries should learn from the successful experience of reading promotion of University Libraries at home and abroad, combine their own reality, integrate resources, push through the old and bring forth the new, and use the online + offline mode to provide richer and more appropriate services for readers. Let teachers and students really love reading and immerse themselves in a strong cultural atmosphere.

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