

Research on the Reading Promotion of University Libraries in the New Media Age

Haiyan Xiong

Weifang University Library, 261041 Shandong, China

Wfuxhy@163.com

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Abstract: New media reading promotion service is the inevitable development trend of University reading promotion service, and also the inevitable choice of lean management in University libraries. By discussing the social background of reading promotion and the characteristics, innovative embodiment and sustainable development of reading promotion in University libraries, this paper explores the important role of reading promotion in University Library services. In the environment of national reading, university libraries should keep pace with the times, innovate the mode of reading promotion, win the praise of readers with brand-new reading experience and omni-directional reading service, and really assume the role of excellent cultural inheritors.

1. Preface

Reading promotion service plays a key role in human cultural communication. The application of new media is in full swing, the public reading activities are diversified, and the role of Libraries in reading promotion activities is changing. Under this background, it is an urgent problem to change the concept of reading service in University libraries, improve the process of reading service and expand the means of reading service on the basis of giving full play to the new media technology, so as to make the work of reading service closer to the readers.

In view of the current situation of reading promotion service in University libraries, we should strengthen the understanding of reading promotion service in University Libraries and promote the normal service status of reading promotion in university libraries so as to ensure the sustainable development of University libraries.

2. Social Background of Reading Promotion

2.1 Call of the Age

As mankind enters the 21st century, it has also entered the information age. Faced with the vast amount of information, the reader has two major confusions: one is the impetuosity of reading. Turn on the mobile phone, computer and other electronic devices, there are not many kinds of text pushes. Readers often have ten lines at a glance, dragonflies dot water, words can not be seen in the brain, and systematic thinking is forgotten. The second is the anxiety of information choice. In the mass of information, how to choose the information with scientific spirit and how to choose the most effective information in the shortest time is the confusion of the reader. In order to solve the confusion of readers, reading promotion came into being.

2.2 Social Advocacy

Since 1972, UNESCO issued "Towards a Reading Society" to the whole world, reading promotion has gradually come into people's vision; in 1995, World Reading Day was established, and reading promotion has developed in a standardized way all over the world; in China, in 2011, the Sixth Plenary Session of the 17th Central Committee of the Communist Party of China first wrote "Reading for All" into the central resolution. In 2012, the report of the Eighteenth National Congress

put forward the idea of "carrying out national reading activities". In 2013, the Chinese Book Review Society sponsored the recommendation of good books in China for the first time, and then jointly sponsored with CCTV each year to launch good books in China; from 2014 to now, "reading for all" has been written into the work report of the Government of the State Council for four consecutive years; in 2015, the General Administration of News, Radio, Television and Television issued the Regulations on the Promotion of Reading for All, and the Ministry of Education issued the Regulations for Libraries of General Colleges and Univers Libraries should actively participate in the construction of campus culture and carry out cultural activities such as reading promotion. In 2017, CCTV broadcast "Readers" for the first time. The encouragement of these policies and the advocacy of the society set off a nationwide reading boom.

2.3 Promotion of Industry Organizations

The Chinese Library Society is the top industry organization in the library field. In 2004, it implemented the knowledge project of "advocating reading for all and building a reading society"; in 2009, it established a Reading Promotion Committee; in 2015 and 2017, it held two National University libraries' reading promotion case competitions; in 2016 and 2017, it held two peak forums for college students' reading promotion. In 2017, the first National Seminar on Reading Promotion Theory was held. The promotion of industry organizations is an important factor for the development of reading promotion in library circles in recent years.

2.4 Technology Leadership

With the development of computer technology, network technology, new media technology, especially information retrieval technology, the spread of world culture has undergone tremendous changes. Reading promotion is a means of disseminating excellent culture, and the development of new technology undoubtedly leads the development of reading promotion to the direction of fast, efficient, colorful, deepening and specialization. In order to have infinite space for development, reading promotion in the new era and inserting the wings of new technology can be carried out.

3. The Characteristics of Reading Promotion in University Libraries

3.1 Hierarchy of Reading Promotion Objects in University Libraries

The main target of reading promotion in university libraries is college students. College students are vigorous, enterprising and daring to struggle. Their outlook on life and values have taken shape, but their outlook on career is still confused. According to the characteristics of College students, the promotion of reading in university libraries should be carried out at different levels. For example, for freshmen, reading promotion should focus on enlarging their horizons of life, firmly establishing correct outlook on life and values. For second and third grade, reading promotion should focus on the formation of reading personality and deepening professional knowledge. For fourth grade, reading promotion should focus on guiding students to form their view of career choice and exploratory reading promotion. This kind of hierarchical reading promotion service will strongly promote the development of university library services to the direction of deepening.

3.2 There are abundant resources for reading promotion in University Libraries

In recent years, with the development of the scale of colleges and universities and the improvement of the quality of running schools, the level of university libraries has also been significantly improved. "In order to increase the number of books in undergraduate colleges and universities in the New Year, more than four volumes of books must be added, and electronic resources must meet the basic needs of teaching and have a high utilization rate." This is the requirement of the qualified evaluation index system for undergraduate teaching in general colleges and universities. Under the requirement of this rigid index system, the resource construction of university libraries has been greatly improved. Rich resources guarantee the quality of reading promotion service.

3.3 The Knowledge Structure of Reading Promotion Personnel in University Library is Reasonable

The main body of University library's reading promotion personnel is the library staff. According to the actual needs, university libraries are gradually exploring the employment of students' reading promoters, teachers' reading promoters and famous social experts' reading promoters. Reading promotes people's knowledge structure, age level and social influence, which will stimulate reading from different angles and form guidance.

3.4 The Reading Space of University Library Pays More Attention to Academic Ideological Exchange

In recent years, with the development of reading promotion, many university libraries have paid attention to the reconstruction of space, which aims at academic exchanges, thematic discussions and professional guidance. They have done a deep and solid job in reading promotion and really played the role of the second classroom.

3.5 The goal level of reading promotion in university libraries is higher.

College libraries are faced with talents who have been selected through college entrance examination. Therefore, the goal of reading promotion should not only focus on cultivating reading interest and habits, but also inspire students to read, guide students to explore and study, encourage students to think about reading content in a professional and systematic way, and then form words, express and transmit ideas, and improve students' happiness.

4. The Innovation of Reading Promotion in the Service of University Libraries in the New Era

Faced with the digitalization of resources, the intellectualization of retrieval and the mobility of reading, the existing ability of traditional university libraries to realize cultural services by means of resources and space is becoming weaker and weaker. Innovative service is an important task for university libraries to maintain sustainable development. Reading promotion is the most potential, energetic and influential service in the service innovation of University Libraries in the new era.

4.1 Reading Promotion is the Innovation of Service Concept of University Library

"People-oriented, service-oriented" is the service concept that university libraries have been adhering to all the time. In the new era, new resources, new technologies, new service modes and new reading habits force university libraries to have a deeper understanding and practice of service concept. The innovation of reading promotion on the service concept of university libraries is embodied in three aspects:

4.1.1. Enriching the connotation of the service concept of University Libraries

The traditional service concept of university libraries is reader-centered. Readers can provide whatever they need. In practical work, the best way to embody service supremacy is smiling service. In the concept of reading promotion service, people-oriented includes two levels of meaning: one is reader-centered, the other is information openness, and everyone is equal. Service supremacy means not only good service attitude, but also the value of library to users. With the development of library services to knowledge-based services, there will be fewer and fewer services to provide literature directly according to readers' retrieval requirements, more and more services to communicate with readers and provide knowledge system.

4.1.2. Expanding the Extension of the Service Concept of University Library

The service of university library is not only the service of knowledge, but also the service of space and dissemination of new technology. Reading promotion has given birth to the transformation of library space in Colleges and universities, and has endowed library space with a different cultural concept, so that reading is no longer a search in the sea, but a sailing boat with the goal. Real-life

libraries, lectures and interaction of famous experts, reading salons and other forms of reading promotion are knowledge exchange services; 3D new technology, the school's scientific research achievements and other exhibition experience, broaden students' horizons, and encourage students to constantly pursue new knowledge. These forms of reading promotion, so that every reader from the moment they enter the library, is not only the object of service, but also the main body of service.

4.1.3. Promote the concept of win-win cooperation in University Library services.

University libraries play an important role in the construction of campus culture, but they are not alone. Only by cooperating with other departments can the service of university libraries be excellent. University libraries and student offices, school league committees, colleges and universities, and even out of the school gate, cooperate with relevant social institutions, so as to enrich the form of reading promotion, more activities, more participants, more professional content, and achieve win-win results.

4.2 Reading Promotion is the Innovation of Service Model of University Library

Reading promotion pioneered the transformation of library work from passive service to active service. At the same time, it really opened up the situation of the transformation of library work from book service to knowledge service in recent years. From the beginning of its formation, library service has been in a state of waiting for readers to come and providing documentary resources according to their needs. Librarians are accustomed to clean places, quiet environment, orderly working standards for books, lack of awareness of book content and readers' understanding, and work repetition is passive. Reading promotion requires university librarians to understand books, readers, build academic exchange platform, and enlighten their wisdom. These incentive measures have changed the dull, passive and stylized service of University Librarians and increased their communication with readers. Some reading promotion services, such as reading salon, audio-visual production, reading space, etc., librarians should actively and effectively provide knowledge in the service to reflect their service value.

4.3 Reading Promotion to Promote the Utilization of New Technologies in University Libraries

Reading promotion is a new thing in University libraries. The development of new things must be supported by new technologies. The use of some new technologies in libraries, such as digital resource interactive space, multimedia technology, audio and video production application technology, big data mining, advanced equipment self-service, etc., makes the literature resources present in the form of knowledge, and also makes knowledge more professional and more acceptable in the form of communication, sound, image and so on. With the development of reading promotion service, more and more new technologies will appear in the field of libraries.

4.4 Reading Promotion Promotes the Establishment of Talent System in University Libraries

With the development of reading promotion in University libraries, the work of libraries tends to give priority to knowledge push, guidance and inspiration. This requires staff to have the ability to understand the corresponding knowledge concepts, to collect data and integrate data, to recognize and analyze problems. In view of the development prospects of reading promotion, university libraries should gradually establish such a talent outlook: first, librarians with knowledge related to library science and informatics, second, talents with knowledge related to computers, big data, cloud computing, internet, Internet of things and so on, and third, talents related to psychology, management and the establishment of specialties in schools.

4.5 Library Space Significance of Reading Promotion Change

Traditional university libraries use borrowing and reading as the mainstream service, and space is mainly used for storage and reading. In the new era, university libraries use reading promotion as the core service, requiring library space to have the following characteristics on the basis of storage and reading: firstly, it is characterized by openness and interaction; secondly, it is to satisfy personalized

learning and research; thirdly, it is to establish reader-led diversity and multiplicity space. Fourth, to create a sense of belonging for students. Therefore, the space transformation of University Libraries presents cultural concepts, such as music appreciation space, multimedia production space, communication center, visitor space, etc. The space of library is no longer a physical space, but a harmonious, equal, knowledge-seeking and communication cultural space, which conforms to the individual pursuit of students.

5. Sustainable Development of Reading Promotion in University Libraries

The vitality of reading promotion service lies not only in the rich forms of promotion activities, but also in the deep excavation of reading content. Through four years of school life, college students should clarify their reading orientation, form their own reading style, learn to read selectively, refuse to read blindly and spend a lot of time reading in fragments, and integrate reading rationally into their study, life and work. Guided by this, the reading promotion of university libraries has great potential.

Sexual services for college students, reading itself is not difficult, the difficulty is caused by electronic reading, reading lost and information fragmentation, there are some students, although the desire for reading is strong, but there is no reading plan. In view of these two types of students, university library reading promotion should introduce personalized services: you set goals, I set bibliographies. This is a reading promotion service that brings a great challenge to library management. It needs strong human resources as the background, but it is also the only way for university libraries to stand on the forefront of the industry for a long time. One-to-one service requires that the service providers have enough knowledge and vision, and more importantly, the service providers have the spirit of dedication and care. This is a transfer of knowledge, but also a transfer of Library temperature.

To strengthen the promotion of thematic reading, university libraries should set up some reading groups purposefully and directionally in accordance with the situation, school development and subject settings in each semester to launch reading bibliography. Bibliographic setting should be hierarchical, and reading should be limited in time. In the corresponding time range, experts can be invited to give lectures, visit, research, group members exchange and discuss, so as to deepen the understanding of the topic among the members of the group, guide students to think about the problem purposefully in the current thematic activities and find ways to solve the problem.

Thematic paper solicitation can be linked with thematic reading promotion. Thematic reading solicitation papers are carried out every semester and recommended for publication and aggregation. The purpose of reading is to broaden our horizons, cultivate our body and mind with culture, change the world with science and technology, and express and disseminate ideas to improve people's happiness. When a student can start thinking about the content of thematic reading, dialectical thinking, correct understanding of problems, and analysis of problems and propose solutions to problems, his written expression will systematize the thinking, which is a sense of achievement, which will bring happiness to people.

Establish the reading data of university libraries according to the four-year reading needs and reading situation of College students, and create the report forms of College Students'personal reading situation, which should include the goals of College Students' individual entrance reading, the bibliography of books read, the total amount of time to the library, the number of reading activities, the situation of participating in reading activities, research-based reading results and so on. Have a clear understanding of the four-year personal reading situation and growth in order to promote students' reading, improve students' humanistic quality, and cultivate students'lifelong learning habits.

6. Conclusion

Reading promotion is an innovative service for university libraries to fulfill their duties and fulfill their mission in the new era, and it will gradually become the mainstream service of University libraries. University libraries should take information resources as the basis, new technology as the means and human resources as the basis, strengthen the promotion of reading, deepen the content of the promotion of reading, expand the scope of the promotion of reading, so as to make the promotion of reading truly become a powerful grasp of the development of University Libraries in the new era.

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