

# Analysis on the Coordinated Development of Library Cultural Industry and Reading Promotion in Art Colleges

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**ABSTRACT.** Library, as an important part of colleges and universities, undertakes the vital task of cultural construction and dissemination. In art colleges, with the help of library cultural industry, the coordinated development with reading promotion can be achieved, which can enrich library resources and meet the needs of students' reading and learning. At the same time, the information construction is introduced and the intelligent management mode of library is enhanced, promoting the construction and development of library. Analysis of the current library activities in colleges and universities can be found that the activities lack in originality and their significance value is not high, so that it is difficult to stimulate students' interest in participation and reading. In order to solve the above problem, we can fully tap the resources of library cultural industry for promotion to strengthen the research and development of culture creative products and guide students to participate actively, which can not only enrich the reading time and content of students and promote their rapid growth but also provide a new direction for the development and construction of college libraries.

**KEYWORDS:** Library cultural industry, Reading promotion, Coordinated development

## 1. Introduction

The quality of library construction determines the future development and the creation of a good learning environment. In the process of development and construction, art colleges put more energy into all kinds of characteristic specialties, but ignore the construction of library and affect the development of library functions, making it difficult to meet the needs of students' reading and learning. In this context, art colleges need to change the traditional concept of construction and development, tap the cultural industry contained in the library and combine it with reading promotion, build a variety of cultural activities, increase the research and development of cultural and creative products, stimulate students' interest in participation and cultivate the students of art colleges to develop good reading habits, laying a solid foundation for future development.

## 2. Advantages of the Coordinated Development of Library Cultural Industry and Reading Promotion in Art Colleges

### 2.1 Professional Art Collection Resources

The libraries of art colleges have set up a special area for art majors, including professional art collection resources. These collection resources, when applied in coordinated development, can not only reflect the contemporary value embodied in art resources, but also start cultural creation again according to the value, highlighting the unique cultural flavor of art resources and providing abundant theoretical and material support for the development of culture creative products.

### 2.2 Rich and Diverse Professional Needs

Art colleges set up various art majors. Different majors have different demands for culture creative products, which promotes the coordinated development of library cultural creation and reading promotion. For example, the demand direction of radio and television director is TV programs and audio-visual products; the demand direction of design specialty is culture creative products of physical type; the demand content of dance and performance is exhibition-style culture creative products, etc.

### ***2.3 Have a Higher Value of Cultivating People in Teaching***

Library culture creative products and reading promotion can help students form good reading habits, broaden their horizons and guide students to break through the limitations of the classroom, actively exploring more knowledge and enriching their own cultural connotation. It can be seen that library culture creative products and reading promotion contain rich value of cultivating people in teaching, which can be widely used in the construction of colleges and universities in the future, promoting the process of its coordinated development.

## **3. Library Culture Creative Products Conducive to Coordinated Promotion**

### ***3.1 Creative Products of Information System***

Information technology has been widely used in various fields with its increasing improvement. Various products relying on information technology emerge as the times to meet the actual needs of young people. In the process of coordinated development of library culture creative products and reading promotion, art colleges should also realize the importance of information technology. Developing creative products of information and combining modern science and technology with art can not only reflect the innovation of cultural products, but also strengthen the information construction and management of library. At the same time, it can attract more students and stimulate their interest in reading, providing a strong guarantee for coordinated development.

### ***3.2 Culture Creative Products of Small Objects***

Culture creative products of small objects are easy to collect and carry. In the coordinated development, art colleges should pay attention to tapping the collection resources in the library and design innovative culture creative objects, such as hats, T-shirts and other clothing products; mobile phone case, mouse pad and other electronic products; notebook, bookmark and other stationery products.

### ***3.3 Publishing Products with Unique Library Characteristics***

Each school's library has its own characteristics. According to this characteristic, library can launch the related products, for example, some art works from the collection resources can be made into relevant photocopies to create the characteristics of the library, expanding the influence of the library.

## **4. Reading Characteristics of the Art College Library**

### ***4.1 Pictures and Texts***

For the students in art colleges, it is equally important to master the theoretical knowledge and professional skills. Therefore, all kinds of books in the library have the characteristics of pictures and texts. These literature books can attract students' interest in reading and also make students recognize the practical application and specific operation while guiding them to learn theoretical knowledge. In addition, some students don't have the patience to read, but through these colorful pictures, they can focus on reading these documents.

### ***4.2 Strong Speciality***

Students in art colleges are professional and they also show the characteristics of individuation and diversification in reading. The reading journals selected by students of different majors are different. Most students choose the contents of related majors when reading books in the library. Reading can effectively improve the level of specialization, but the development of students' literary knowledge is limited. In addition, some students pay attention to professional practice, so they spend less reading time without realizing the importance of reading.

## **5. The Impact of the Coordinated Development of the Cultural and Creative Industry and Reading Promotion on Libraries**

### ***5.1 Expanded the Functions of the Library***

Through the development of cultural and creative products of the Art Institute, the rapid development of reading promotion has been promoted, which has brought more social benefits to the library. It has changed the single function of meeting the reading needs of students in the past, and innovated the management model, which is not only open to students in the school, but also for the public to borrow books, bringing certain economic benefits to the library. The library has become a reading center, exchange center, employment consulting center, etc., providing diversified services for students and the community, and achieving sustainable development.

## ***5.2 Enriched the Content of the Library***

Art academies have constructed the development of the library's cultural and creative industry as a public service. In the new period, they will increase the research and development of the library's cultural and creative products and incorporate the characteristics of libraries and art academies to form new The resources of the library have created a special literary reading base for students. The content of the library is enriched and the reading needs of art school students are met. In this process, we introduce information technology resources, strengthen the construction of information technology, innovate the management mode and the service content of the library, create different activities according to the needs of students of different art majors, keep pace with the times, and meet different characteristics

## **6. The Way to Achieve the Coordinated Development of Library Cultural Creation and Reading Promotion in Art Colleges**

### ***6.1 Change the Traditional Concept of Management and Development***

In order to achieve the coordinated development of library cultural creation and reading promotion in art colleges, it is necessary to change the traditional concept of management and development first and realize the new needs and characteristics of culture creative industry and reading in the new era. At the same time, it also introduces information technology to build Internet plus cross-border system, achieving cross- industry cooperation. Only by conducting in-depth market research to guide coordinated development, conforming to the development model of cultural consumption market and meeting the reading needs of students can we promote the process of coordinated development and improve its quality and efficiency. For example, the libraries of art colleges can set up special official accounts to publish articles on library culture and collection resources on a regular basis and can also launch visiting theme activities, such as "Youth Essay Writing Activity", so as to stimulate students' interest in participation and actively participate in various cultural activities. With the help of this official account, we can also realize the contact and cooperation with related enterprises, achieving the coordinated development of library cultural creation and reading.

### ***6.2 Innovate the Research and Development of Culture Creative Products Combined with Artistic Characteristics***

In the research and development of art products, art colleges should focus on the integration of innovation and the characteristics of art colleges. Based on future development needs of art colleges and libraries, it is necessary to promote the innovative research and development of cultural products, so as to achieve further dissemination of library culture. According to the different needs of different majors in art colleges, all kinds of literature in the library can be transformed into cultural products, which can meet the actual needs of students, stimulate students' interest in reading and improve students' literary accomplishment while learning professional knowledge. We can also use the Internet to build the library's Internet platform, where culture creative products about library culture and reading promotion are regularly released, students' opinions and suggestions are actively adopted and various innovative elements are integrated, further promoting coordinated development.

### ***6.3 Develop the Derivatives of Library Resources***

The library resources of art colleges are rich and diverse and have unique artistry, which also represents the characteristics of the library. In view of this situation, in the process of coordinated development of library cultural creation and reading promotion, we can vigorously develop such derivatives of library resources as photocopies, collection copies, etc. and integrate the cultural characteristics of the library into them to improve the influence of the library. For example, a college library has collected a large number of calligraphies, scripts and paintings. In the process of coordinated development, the library can copy these famous calligraphies, scripts and paintings and carry out detailed annotation as well as bind them into complete culture creative products, so as to guide students to read actively, enrich their literary self-cultivation and broaden their literary cognition. We can also introduce new media technology to film the library's collection resources as related documentaries or arrange plays to show the cultural heritage of library

resources, so as to improve students' art appreciation ability and realize the effective integration of library cultural creation and reading promotion.

#### **6.4 Encourage Readers to Participate in Product Development**

In the process of coordinated development, art colleges can carry out the research and development of experiential products and guide students to participate in it to make them deeply feel the cultural connotation of culture creative products through reading and experience, stimulating their interest in reading and forming good reading habits. For example, in the traditional cultural activities held by a college, teachers can guide students to actively participate in them and learn shadow puppet, paper cutting, clay sculpture and other traditional folk culture as well as lead students to carry out experiential learning activities. In the process of activities, teachers also need to guide students to borrow relevant books, collect relevant information and master the development process of folk traditional culture, enriching students' cultural literacy.

#### **6.5 Keeping Up with the Trend of the Times and Optimizing Information Service Products**

Nowadays, people have entered the era of information technology, and information technology products are scattered throughout life and work, which provide convenience for people's life and work and add interest to life. In response to this characteristic, in the process of developing cultural and creative products and promoting the coordinated development of cultural and creative products and reading promotion, art schools should also keep up with the trend of the times, increase the research and development of information products, and achieve cultural and technological innovation. Effective integration can also meet the psychological needs of young people and attract more young people to participate in various activities. For example, a special APP or website for the library can be developed. In the APP, the library can regularly release information about cultural and creative products to attract the attention of students. Some reading, cultural and creative activities can also be held regularly to attract college students and members of the public to participate. While soliciting creative product ideas, it also promotes reading and enriches the service functions of the library. It is also possible to build a mobile library with the help of information technology. Students can log in to the mobile library with mobile computers and other devices to realize the access to collections of books, periodicals and papers. Students can also apply for electronic borrowing cards in a dedicated app to realize online borrowing. It can meet the needs of students and realize the rapid development of library cultural creation and reading promotion.

### **7. Conclusion**

In a word, in the new era, the realization of the coordinated development of cultural creation and reading in art colleges helps to meet the reading needs of contemporary students, broaden their reading horizons, innovate the management mode of the library, make derivatives according to the characteristics of library resources, and enrich the types of culture creative products, so as to stimulate students' enthusiasm and initiative to consciously participate in the experience activities, while jointly developing products, they also master the relevant cultural knowledge and enrich their own cultural connotation. Through this way, it can not only promote the research and development of culture creative products of art colleges and reflect the characteristics of art colleges, but also help to broaden the development path of art colleges and promote the sustainable development of art college libraries.

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