

New Experience and Strategy Analysis of Reading Promotion Practice

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Abstract: Reading promotion in colleges and universities is the core force to promote reading for all. The library of Hubei Engineering University has been actively carrying out the reading promotion activities, and has made continuous in-depth exploration. The continuous reading promotion and special reading promotion from the prospective college students to the graduates throughout the University have formed their own characteristics, and specifically analyzed the reading promotion in four aspects: the practical theory of reading promotion, the sustainability of reading promotion, the promotion of professional reading and the external service of reading promotion broad strategy.

1. Introduction

Reading promotion is an important way for the development and inheritance of human civilization. Since 2014, it has been read by the whole people six times and written into the government work report. In June 2017, the National Reading Promotion regulation (draft) was implemented. The state provides guarantee for reading promotion in the form of laws.

The university library is the forefront of reading promotion research and practice, and it is an important link in the whole reading promotion system chain [1]. After more than ten years of development, many reading promotion activities in university libraries have gradually converged and lacked new ideas, which seriously hindered the further development of reading promotion activities and also consumed the enthusiasm of organizers and participants[2]. Therefore, the innovation of reading promotion practice in colleges and universities is imperative: it can not only enhance the vitality of activities, but also provide basis for enriching its connotation. On the basis of the successful reading promotion of other universities and public libraries, the library of Hubei Engineering University, combined with its own reality and characteristics, integrates and further explores to form a unique way of reading promotion in universities.

2. Lively and Sustainable Reading Promotion

2.1 Reading Promotion Education for Freshmen Before and after Entering School

For the current freshmen, they have many problems, such as unclear language expression, confused writing logic and insufficient independent thinking in depth and breadth. Only through a large number of in-depth reading and communication can they make continuous progress. Although the ministry of education has issued a large number of policies and reform measures to increase reading in primary and secondary education in recent years[3], it still needs a process to change this situation, and university libraries have a long way to go.

Since the summer vacation of 2016, the library has made a preliminary exploration of reading promotion for college students through the wechat and microblog platforms of the University, mainly focusing on the two themes of resource search and library understanding. In recent years, the University Library actively coordinates and unites with the academic affairs office, departments and

student organizations of the University, hoping to arrange the reading plan for the summer students in the admission notice. There are two main problems to be solved in the implementation of this plan:

1) Due to the different majors, the emphasis of making reading plan should be different, which requires the discipline leaders of the college and department to make reading guidance and plan suitable for students of different majors from the professional point of view.

2) The acceptance and assessment of reading plan need to be made after the admission of quasi college students set reasonable standards for measurement.

Reading education for new students after entering school is an indispensable activity. Through reading promotion activities, new students can quickly adapt to the environment and be familiar with library reading and learning. Every year, the theme of reading promotion for freshmen has changed, with gradually rich contents and flexible forms. Especially in 2019, they fully mobilized their enthusiasm by grasping the personality characteristics of post-00 students.

2.2 Take the Library Home for Summer Vacation (Winter Vacation)

College students, especially those majoring in science and engineering, have a lot of daily work. There are many activities, competitions and trainings in the University. At the same time, electronic products led by mobile phones occupy most of the time[4]. Shallow reading and fragmented reading become their daily reading in school. Most of the college students' reading needs are very strong. These objective reasons lead to a relatively small period of in-depth reading time for college students.

The library of Hubei Engineering University, aiming at the reading promotion activities of College Students' readers in winter and summer vacation, took the library home for summer vacation / my winter vacation reading log. The activities are promoted to readers through various publicity platforms (such as websites, electronic screens, billboards, microblogs, wechat public platforms, etc.) of the library before winter and summer holidays every year. The whole activity is divided into four stages: publicity, organization, evaluation and promotion. The activity started in the first quarter of summer vacation 2016 and has continued to the seventh quarter, with the following distinctive characteristics.

2.2.1 Extensive Reading Contents

Reading promotion covers: special books recommendation, electronic resources recommendation, database use skills, major political hot spots in summer and winter, etc., closely related to hot spots, classics and university studies.

2.2.2 Promotion Activities Have Good Sustainability

The activities of reading promotion held in winter and summer vacation for four consecutive years have certain influence on readers; the continuity of activity content and the continuity between each activity are both certain, and the characteristics are highlighted according to the characteristics of readers' behavior in that year, each activity highlights a central theme; meanwhile, the students' participation process has the characteristics of continuity and readers' experience continuity.

2.2.3 Good Demonstration Effect

In the past four years, the winter and summer reading promotion activities can drive the library to form the peak of book borrowing in March and October. The library's holiday activities are mainly promoted through wechat publicity, and readers' participation is also mostly held on wechat platform. During the activity period, the number of readers' wechat attention and wechat consulting volume of the library increased significantly, which formed a good demonstration and driving effect between readers and the library, readers and readers.

2.2.4 Reproducible Promotion Value

In order to avoid the limitation of activity promotion caused by time and space, we should take advantage of the relative abundant time of readers' summer and winter vacation, promote the resources of the library, and organize the reading promotion work with online recommendation as the

main way and offline as the auxiliary way. Moreover, the winter and summer vacation activities are not affected by the site, cost and other factors. At present, the online and offline services of university library are developing at the same time. It has become a fact that readers' reading habits migrate to the online. Using the relative gap period of readers' learning time, the library conditions for carrying out a series of reading promotion activities are available. It is also worth carrying out and vigorously promoting.

2.3 Reading Promotion of Graduates

In May of this year, the library of Hubei Institute of Engineering produced and launched “the youth of reading - the archives of book borrowing”, which collated all the books borrowing records of the graduates' readers during their university life, and gave them a special gift. The readers responded warmly, and encouraged and urged them to continue to strengthen and promote reading in their future study and life.

3. Multi Dimensional and All-Round Reading Promotion

In recent years, in order to highlight the goal of “serving and educating people”, the library of Hubei Institute of engineering has carried out multiple reading promotion work to cultivate and improve students' reading literacy and information literacy, showing the characteristics of multi-dimensional measures, multi-dimensional forms and initial effect.

From the perspective of the implementation and promotion measures of reading promotion, the library has constructed the “online and offline reading promotion implementation three-dimensional system” from the organizational structure, physical space, virtual platform, multiple activities and other aspects. In terms of organizational structure, we should change the original mode, form a large circulation borrowing department, get through online and offline simultaneous borrowing, get through the boundaries of discipline and specialty borrowing and returning, and improve the convenience and efficiency; continue to carry out special reading promotion work, be responsible for the policy and goal setting of reading promotion activities, plan and organize reading promotion activities, summarize the effect of activities, evaluate the value of activities, and coordinate All departments inside and outside the school participating in the activity. In the physical space, on the one hand, there are daily display area, website, electronic display screen, on the other hand, there are special reader salon area, which better takes into account the requirements of “static” of the library and “dynamic” of reading promotion. The construction of virtual platform from website to QQ group, micro-blog, WeChat and other platforms, especially We Chat public number platform has become one of the mainstream platforms.

From the form and content of reading promotion activities, it shows a strong three-dimensional multi-dimensional characteristics. The form includes exhibition, lecture, competition, reading meeting, book rafting, real person library and other diversified and colorful features, covering multiple experiences such as reading, listening, viewing, writing, photography, etc. The contents include real-time hot spot interpretation, classic reading, professional course reading, humanistic quality reading, art appreciation, Douban review, various thematic reading, etc. Time runs through the quasi college students, university period, University vacation and university graduation, to create a continuous reading environment and atmosphere.

From the perspective of the effect of reading promotion, first of all, the diversified and continuous reading promotion activities and the construction of reading environment launched by the library promote the improvement of students' reading awareness and ability, broaden their horizons, and embody the concept of “serving and educating people”. Secondly, continuous and diversified reading promotion activities can stimulate students' interest and enthusiasm in reading to the maximum extent, easily form good reading habits, and enable students to improve their ability of independent thinking through reading. Finally, the library's reading promotion work has made a lot of contributions to the construction of campus reading atmosphere, reading awareness, campus culture and so on.

4. Special Reading Promotion with Distinctive Features

In the process of reading promotion, the library of Hubei Institute of Engineering actively carries out reading promotion activities with distinctive characteristics in combination with local culture, discipline and specialty setting of the school, social hot spots, etc.

4.1 Serving the Reading Promotion of Local Culture

The library makes full use of the local unique “filial piety culture” and closely contacts with the filial piety culture research center of Hubei engineering University, actively carries out reading promotion and promotes filial piety culture. For example, Professor Xiao Bo's “Chinese filial piety culture” provincial video open class, video promotion; in the special bookshelf, open the filial piety culture related publications, entity promotion; jointly hold “filial piety nine thoughts Culture Lecture”, “filial piety virtue lecture”, “filial piety lecture” and other lecture promotion activities. The library makes full use of various forms in the reading promotion of “filial piety culture”, and vigorously promotes the theory, history and story of “filial piety” with “filial piety” as the starting point. Among the students, there are those from home and abroad. Through the publicity, edification and baptism of reading promotion, the library plays a positive and constructive role in inheriting “filial piety”, promoting “filial piety virtue” and building a harmonious society.

4.2 Classic Reading Promotion Activities in Various Forms

Zengyou Xia and Yinke Chen said that there are only dozens of ancient Chinese books, and countless books are annotations, comments and play to the classic, clearly explaining the importance of classics. The library has recommended language, culture, history and politics to readers through various forms and continuous classic reading promotion activities, such as “Shangsi Qinglan classical culture” lecture, Chunhui reading salon with the theme of “looking for classics”, online promotion of “daily classics”, summer (winter) reading promotion of “21 day reading activity” and “quality books that can't be missed at the beginning of the school season” The books, lectures, films and comments of literature and other categories show the charm of classics and attract the participation of many readers.

4.3 Promote Resources in Combination with National Major Activities and Traditional Festivals

Resources promotion shall be carried out in combination with major national activities and traditional festivals, such as “special topics of the two sessions”, “dedication 7.11-listening to the red story”, “August 1 Military day: feeling the spirit of the Iron Army from reading”, “light of truth - special topics commemorating the 200th anniversary of Marx's birth”, “Happy Lantern Festival”, “warm days and warm feelings - mother's Day”, “warm feelings full of reunion” Time - Mid Autumn Festival, 12 · 4 national constitution day and other special bibliographies, special film and television promotion. Keep close to the pulse of the times, inherit the excellent Chinese cultural tradition, cultivate and practice the socialist core values.

4.4. Promotion of Professional Reading

As a university, we should not only pay attention to the cultivation of students' humanistic quality, but also pay attention to the cultivation of majors and skills. The research of professional reading promotion is a young field. In recent years, Hubei Institute of engineering has made a useful exploration.

1) The library actively communicates with the academic affairs office, departments and teachers to formulate the selection standards for recommended subject (Major) books, and uses posters, library websites, wechat, microblog, book reviews and other media to carry out activities and publicity for recommended subject (Major) books, so as to guide students to enter the professional reading, in-depth understanding and learning of the major.

2) Encourage and invite teachers to join in reading promotion activities, especially front-line teachers, who have rich teaching experience and deep professional insight; generally, they have high

education background and their own reading methods, experience and experience, and guide students to understand and learn the profession through them is more targeted and operable. Teachers are encouraged to show their professional reading methods, reading comprehension, bibliography list and even a specific problem of their major to students through video, text or voice, and interact with them. For example, the library of Hubei Institute of engineering, the academic affairs office and the University of statistics have made a useful attempt to answer the questions of students' higher mathematics through the QQ platform, and the full-time teachers guide students to learn and solve problems at any time, achieving very good results.

3) Strengthen communication and contact with graduates, especially those who are graduate students or graduate students. Compared with teachers, students are easier to communicate with each other. Through the way of network platform and face-to-face communication, introduce their learning experience and vision outside, and give an example of professional reading promotion of college students, especially the activity held by each department every year, which has a good effect of communication, help and guidance.

5. Conclusion

The library of Hubei Engineering University has made beneficial explorations on the sustainability of reading promotion, the diversity of platform and the characteristics of special topics, and achieved good results. At present, the research and practice of reading promotion in the library of Hubei Engineering University has achieved initial results, but there are still some deficiencies, which can be improved and deepened from the following five aspects.

1) Strengthen the theoretical research of practice and improve the theoretical system of reading promotion practice.

2) Strengthen multi-party cooperation and promote the continuous development of reading promotion in Colleges and Universities.

3) Explore professional reading promotion and exchange platform to help professional reading and research

4) Based on the local cultural characteristics, improve the service level of reading promotion and serve the local cultural construction.

5) Link the post graduation service of college students and build a lifelong learning platform for alumni.

At present, there are few open services in university libraries, so the reading promotion activities are very limited, and there are fewer theoretical and practical researches on it. In the future, we can combine the needs of different levels of social public groups to make in-depth analysis, make research on reading promotion for social groups, and expand the connotation and research scope of reading promotion service in university library [5].

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