Practice of Reading Promotion Based on New Media

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Abstract: With the new media and other elements deeply rooted in people's hearts, the innovation-related undertakings related to library management and service are developing vigorously, and the ambitious goals and ideals of "reading for all" and "building a cultural society" are also achieved at an early date. This paper makes innovations from three creative points, namely, "developing library business propaganda from the perspective of brand building to carry out reading promotion practice", "innovating library work from the perspective of cultural inheritance to carry out reading promotion practice" and "expanding library management and service field from the direction of intelligent environment to carry out reading promotion practice", and uses literature research, investigation and induction to carry out innovative development research.

1. Introduction

"The CPC Central Committee's Proposal on the 14th Five-Year Plan for National Economic and Social Development and the Long-term Goals for the Year 2035" proposes to "promote the digital construction of public culture". As the military-first force of modern cultural and creative industry, library is closely related to the development of modern information technology and science, which is not only the source of power to advocate the development and progress of this type of work, but also the beneficiary of the era from which to profit. From the reform and opening up to the present, the whole library circle has followed the development of the times to make a transition, steadfastly moving towards the construction of modernization and information infrastructure, and delineating a cultural blueprint that conforms to the planning of the times and meets the needs of the people, and built a nationwide digital modernization of the emerging library service network[1,2].

People can be in such a modern science and technology of fast-paced environment, the new media industry with the tide of the times to flourish, access to books, literature, lectures, salons and conferences anytime, anywhere, via mobile devices, including personal phones, tablets and cable TV[3,4]. At the same time, the library can also obtain more novel and high-quality resources and services through new media means such as Weibo and WeChat public accounts[5], and carry out online information exchange through instant social apps such as WeChat, QQ, Kwai and TikTok[6]. With the rapid changes of the times, the transformation and development from traditional paper media libraries to digital network libraries are gradually taking place[7]. The related professional service work of the library should naturally expand and change with each passing day.

2. From the perspective of "reading promotion" to carry out library business publicity work to carry out reading promotion practice

As the main node of "cultural and creative", "paper media" and other industry products, library is necessary to "reading promotion" as its own responsibility, to provide positive ideas for cultural publicity, cultural popularization and other work to open up a change path. At present, when the environment is different, "reading promotion" can obviously be regarded as a new development Angle of library business publicity work. This approach is elaborated from the following three perspectives.

2.1. Reasons and background

The topic of "reading for all" is the key word of the national development strategy in the past ten years, the key work of building a bookish reading society and enhancing the cultural self-confidence of the whole people, and the key direction of the development of national basic cultural construction. And the key outlet of "reading for all", reading promotion, is obviously a necessary factor in the task of library management and service innovation.

The status of university library is not only as the main position of ideological and cultural propaganda and
education, but more often it is the cultural hometown shouldering the responsibility of educating people with culture and strengthening the country with culture. It should carry the banner of "reading promotion" and use cultural education to moisten things silently and subtly in the mass, finally to achieve the purpose of "reading for all".

2.2. Specific implementation strategy

2.2.1. Build our specific reading brand

What is a brand? The connotation of the brand is wide, the content is rich, and the scope is broad, everyone will have their own views, but it is determined to deny its importance. For library-related management and service work, the first task is to establish a specific reading brand with distinctive characteristics.

The specific reading brand promotion activities are not only to meet the diversified needs of readers in the era of new information media through the comprehensive improvement and transformation of libraries, but also to improve the business content and service level of libraries with the help of rapidly upgrading emerging technologies and technical means, so that readers can get more intelligent and convenient services. You can also get a more convenient and comfortable sensory experience. To build our own specific reading brand, we must meet the cultural needs of readers and innovative service model as the path, because compared with other product types, cultural and creative brand, especially for the reading brand in the direction of library reading promotion, the readers (that is, the audience of reading products) will have more in-depth and more rigorous consideration of cultural requirements and ideas, and have a higher level of emotional and aesthetic requirements.

The establishment of library reading promotion brand is bound to go through several stages such as "establishment", "development" and "final maturity and stability", and in this process, libraries can try to develop multiple types at the same time. For example, activities such as "Three-dimensional reading activities", "Literary Dream of Science and engineering" or "Revival of traditional Chinese culture" can be set up at the same time to adapt to the conditions of different libraries and select the best of multiple types of activities, so as to ultimately create their own mature and stable specific reading brand products.

2.2.2. Structure A systematic student organization in the library

The library itself has a comprehensive and mature systematic staff operation system, with a clear division of labor, and can complete the work within the responsibilities on time and with quality and quantity, but it lacks a certain appeal among the students. Therefore, if we want to use library management and service innovation to carry out reading promotion practice based on new media, we should reasonably establish a certain scale of student organizations within the scope of library organizations to improve the work system, so as to build a bridge of communication within the scope of students.

There are two main directions for the establishment of student organizations in the library: one is the student studio, which establishes a community with the theme of "literature", "books", "sinology" or "traditional culture", and achieves the purpose of reading promotion in the form of club activities, so as to complete the process of library management and service innovation. The other is to establish a studio similar to the structure of the "student union" and create a student organization group dedicated to library work, so as to promote the effective, standardized and systematic development of library-related work in the student group.

2.2.3. Take the community as the carrier to develop the scale of reading promotion products

With the development and innovation of the work of "reading promotion" in various universities in China and the broadening of the ideological field in this direction, the importance of the work in the library circle is deepening day by day, and more and more complicated activities are also appearing. In order to develop and innovate the types of activities in a more timely manner, a university library expanded its work team and jointly worked with the university-level student association to develop the scale of reading promotion products.

First of all, the members of the university-level student club (take the University Literature Club as an example) are a group of young people who like literature and love reading. They are contemporary college students who strive to create, they can rely on their own reading experience, life silhouette to expand the impact area, and gradually influence the surrounding students to join the Reading team, more able to brainstorm on the interest with innovation, the combination of the two and complement each other, you can use the community as the carrier to develop the brand scale of reading promotion.

When students actively participate in the reading promotion activities organized by student associations and university libraries, they can not only fully satisfy their own full enthusiasm for reading, but also comprehensively mobilize and improve the participants' literary appreciation ability, self-analysis ability, independent innovation ability and social communication ability.

This is a new and necessary area for library management and service innovation, and can be effectively used to carry out reading promotion practice based on new media.
2.3. Risk estimation and solutions

With the advent of the new media era and the rapid upgrading of emerging technologies, people's utilization of library resources has declined year by year, and the dependence of many readers on library services has declined rapidly. Even the new coronavirus epidemic, which has caused a global impact, has made the promotion of offline reading relatively limited. If we want to take "reading promotion" as the breakthrough of library management and service innovation, in order to achieve the ultimate goal of new media-based reading promotion practice, we have to consider these objective factors.

2.3.1. Construct the performance index system of reading promotion in digital era

If we want to develop the promotion of reading effectively to achieve the strategic approach of reading for all, we must have a systematic data on the specific situation of readers. Objective and true understanding, qualitative and quantitative analysis and evaluation of the survey data, so as to gradually establish a new reading promotion process in line with the new media performance index system.

The establishment of a new performance index system for reading promotion in the new media era can not only use specific numbers, charts and measurements to concrete those abstract and complex work information, but also get the information feedback of library service objects in a timely, real and effective manner.

And in the practice of continuous improvement, continuous correction of system defects, and eventually build a perfect, standardized, reasonable, operational comprehensive index evaluation system.

2.3.2. Establish the operation mechanism of online library reading promotion activities

The period of the novel coronavirus epidemic has caused a certain impact on the operation and development of all walks of life, and under the impact, there are new adaptation methods. During the epidemic prevention and control period, different plans of combining online and offline came into being. The library can use the valuable experience accumulated during this period to amplify the publicity intensity and scope of online activities.

3. From the perspective of "cultural inheritance", library work innovation to carry out reading promotion practice

The report of the 20th National Congress of the Communist Party of China points out that Chinese modernization is a modernization in which material civilization and spiritual civilization are coordinated, and enriching the spiritual world of the people is the essential requirement of Chinese modernization. In the section of "Improving the civilization of the whole society", the mission of "deepening the reading activities of the whole people" is put forward. In order to study and implement the spirit of the Party's 20 Congresses, continue to promote the construction of "scholarly books", in order to meet the needs of cultural education and cultural power, and promote the national reading activities to go deeper and deeper, for the reading promotion work of university libraries, people have to gradually put the perspective on the work direction of inheriting culture and promoting the development of cultural industry, so as to carry out reading promotion practice and promote work innovation.

The Chinese nation has a splendid thousand-year history of cultural inheritance, which is not a simple cultural treasure, but a valley for innovation. If the excellent traditional Chinese culture is organically integrated into the library management and innovation work, the library can play its function more systematically and effectively.

3.1. The enduring Chinese traditional treasures

In the cultural treasure house of the Chinese nation, there are too many contents that can play a role in the library reading promotion work.

3.1.1. From the perspective of time

Libraries can make reference to festivals, solar terms or seasons to change service strategies and increase reading promotion efforts. For example, activities such as Dragon Boat Festival essay contest, Qixi film viewing and Mid-Autumn Festival poetry conference are held to broaden the service field of libraries, and are committed to the integration and innovation of "traditional culture" and "campus culture", to reflect the library as a cultural media work as a key node of the role.

3.1.2. From the perspective of space

The library can design service items with local characteristics according to the local area, or change the service direction and service strategy. For example, various themed exchange meetings with regional characteristics can be held regularly ("Literary Exchange meeting of the Educated Youth in the Great North ", "Misty Rain in the South of the Yangtze River in Graceful Ci works", "the literary core of 'Six countries hesitate to move forward'" or "Literary history under the prosperous age of the ancient capital of the Six Dynasties", etc.), and can also be combined with the season. Relevant types of activities can be designed ("Annual vulgar culture essay solicitation activities in Northeast China ", "Mid-Autumn Festival reading activities", etc.).

3.1.3. From humanistic point of view

Inheriting the enduring and excellent traditional culture of the Chinese nation is in line with the modern and contemporary spiritual core of "cultivating people by virtue and educating people by culture". The Chinese
nation has cultural worship for its ancestors. In the era of the vigorous development of new media, the collision and integration between various ideologies and cultures are also changing rapidly with the process of global economic integration, which increasingly reflects the key position of "culture" in the dynamic confrontation of humanistic thoughts. Only in the perspective of "cultural inheritance" to carry on the reading promotion of cultural and creative work is the fundamental method.

In this direction, the management and service of the library is also a well-deserved key link. The reason why the Chinese nation has incredible centripetal force and cohesiveness beyond the imagination of foreigners lies in the enduring self-identity of cultural psychology and the cultural belonging across regional boundaries from the inside out. The related innovation work of library can also take "cultural self-confidence" and "humanistic identity" as the theoretical path.

3.2. The core of the Chinese spirit to keep pace with the times

The core of the precious spirit of the Chinese nation is "Innovation", from "Learning the art of literature and martial arts, goods and the imperial family", "Learning from foreigners to strengthen themselves" to "Reading for the rise of China", nowadays, "Learning from the strong country and rejuvenating the country through culture", the Chinese nation in the cultural and cultural creation never complacent, always "innovation". The library management and service work and the cultural industry have come into being in the same line, naturally should adhere to this principle, to "keep pace with the times" as the method, to "timely innovation" as the goal, to seek development.

The cultural content required for innovation in the new era should be deeply rooted in the long historical heritage of the Chinese nation, take the sense of national identity and cultural confidence as the important development premise of innovation and promotion work, and strive to touch the hearts of the general public on the "Traditional culture", "Folklore", "Historical allusion" and other elements inspired by the creation of cultural products love, with the new era of cross-stage emerging technology to update the means of cultural and creative.

The best innovative means for excellent traditional culture is expression, and the same is true for library reading promotion. This work must fully express the inheritance of traditional culture, in order to truly realize the fundamental purpose of "innovation". Taking Henan Radio and TV station as an example, which fully shows how to realize the breakthrough innovation in practice, it has deeply understood the requirements of the creative concept of "small, positive and big", which can not only adapt to the rapid development and needs of the times, using modern high-tech, but also in-depth excavation of the deep core of traditional culture, so that the stone in the Heshi Bi to a new face re-emergence. It can ultimately create the popular traditional culture of innovative products.

4. Expand the field of library management and service from the direction of "intelligent environment" to carry out reading promotion practice

The rapid development of new media has provided almost ground-breaking impetus for change to almost all traditional industries and cultural and creative products[1], but there are opportunities and threats. It is necessary not only to make the library reading promotion cause clear under the impact of The Times, but also to sublimate it in the development of science and technology.

4.1. Create user group portraits

The concept of user portrait was first proposed by Interaction design Pay Allen, refers to the use of virtual representation of real users. User models built with data. In simple terms, it is to mark the characteristics of users (basic attributes, social characteristics, user habits, personal preferences, etc.) with popular life statements.

Obviously, the establishment of user group portrait model can be a new direction for the library to promote innovative reading.

4.2. Assisted undergraduate education and teaching activities

As the theme and foundation of our higher education system, undergraduate education is the bastion of our higher education quality. The meeting stressed that "first-class undergraduate education is an important foundation and basic feature of first-class universities, and all universities should vigorously develop and build first-class undergraduate education." In order to realize the purpose of innovative development in the era of new media, library management and service reading promotion need to make full use of undergraduate teaching tasks. In the case of matching the free time of students as far as possible, meet the relevant needs of students and provide teaching assistance to students.

4.3. Establish a "three-dimensional reading" model

Under the environment of the new media era with the rapid development of intelligent means, "three-dimensional reading" has gradually entered the field of vision of libraries, combining the advantages of its own rich resources and the current advanced science and technology to carry out complementary development, and replace the traditional, two-dimensional and flat traditional reading with a more novel, diversified, three-dimensional and highly creative short-term experience. A new form of reading gives readers a more experiential reading experience, and finally stimulates their reading interest.

With the continuous expansion of the Internet industry, as well as the continuous development and update of intelligent and intelligent equipment, the
related work of libraries (including but not limited to extraction of reading content resources, carrying out reading promotion interaction or communicating with readers) is gradually tending to the network, and a series of media means are needed for publicity and promotion.

The establishment of "three-dimensional reading" model has obvious advantages over the traditional library management and service model. The first point is obvious technical and cost advantages, in the era of information and intelligence, the gradual popularization, simplicity and convenience of various resource websites and APP mobile platforms. Every staff member and library users can master the basic technology, and cost reduction, a wide range of obvious results. The second point is the obvious advantages of service characteristics. If we want to innovate the library management and service, we must form our own service characteristics, and "three-dimensional reading" can obviously be the research direction. Compared with a single, flat way of publicity and promotion, three-dimensional reading is more able to enrich the content of books or the theme of reading activities. Readers are more easily attracted by such diversified, rich and novel reading carriers and reading methods, in order to achieve the fundamental goal of library reading promotion innovation.

5. Conclusions

University libraries shoulder the heavy responsibility of cultivating cultural people, educating them through culture, and building a strong cultural nation. They are an important battlefield for the promotion of reading activities. University libraries need to constantly explore new practical paths to adapt to the development needs of the new media era, in order to better serve teachers and students. This paper makes innovations from three creative points, namely, "From the perspective of "reading promotion" to carry out library business publicity work to carry out reading promotion practice", "From the perspective of "cultural inheritance", library work innovation to carry out reading promotion practice" and "Expand the field of library management and service from the direction of "intelligent environment" to carry out reading promotion practice", and uses literature research, investigation and induction to carry out innovative development research. Provided new practical paths and important ideas for the practical exploration of reading promotion in the new media environment.

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