

Research on reading promotion activities of University Library

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Abstract

This paper analyzes the problems existing in the reading promotion of University Library at present stage, and explores the best way to promote the reading promotion activities, and guide the students to pay more attention to reading, and to meet the reading needs of college students.

Keywords

Academic Libraries; Reading Promotion; Research.

1. Introduction

Reading is an important way for people to learn knowledge, share experiences and communicate with each other. It is an important way for people to learn all kinds of knowledge, inherit civilization and improve their quality. It is an important part of the national culture construction. Along with the rapid development of science and technology, reading is no longer limited to the paper as the carrier, the form of literature carrier to the digital and network direction, and people's reading also tend to digital. Under the environment of digital reading, how to take effective measures to promote, stimulate students' interest in reading, to improve the students' reading efficiency, and effectively regulate the behavior of students in reading, creative reading promotion means has become an important subject in urgent need of research in libraries of colleges and universities in China.

2. The problems of reading promotion in University Library

The main problems of University Library Reading Promotion in recent years, although in recent years, we have adopted a variety of innovative forms of reading promotion, and achieved certain results, but there is a certain gap between the target and the expected goal. There are still some problems in the reading promotion of University Libraries in China.

2.1 To read the main body of the lack of promotion

Some university library to develop the reading promotion activities for the temporary behavior, temporary deployment of personnel for planning organization, lack of solely on reading promotion organizations or departments. Therefore, the reading promotion activities showing the characteristics of temporary, stage, lack of sustained development driving force. Because the mechanism is not perfect, it leads to a long period of reading promotion activities, in a period of time focused on the "Reading Month" or "Reading Festival", leading to the lack of continuity of reading promotion activities, the lack of overall planning. Also led to between relevant government departments and community organizations and unable to coordinate with each other, can not be reading to promote the influence maximization, largely affected the promotion efficiency and to promote the results of consolidation.

2.2 The theme of reading promotion activities is relatively simple, and the promotion of digital reading is obviously inadequate.

Although the University Library Reading Promotion of a variety of forms, but the contents of multi in lectures, exhibitions, book reviews, contests and other forms. These activities form a single, for many

years in a row, and the content and form of almost no major changes, which reduces the attractiveness of College students. Also in the propaganda due to the inertia of thinking, without prior investigation and study, lack of real and effective communication between readers and library reading promotion activities are mostly confined to the reading and promotion of traditional resources, in the practice of reading promotion activities lack of various new media resources to the effective promotion, can be the combination of the traditional reading and modern information technology to promote reading success stories are still relatively rare.

2.3 Reading promotion scope is small

University library is the place to provide students with knowledge accumulation, rich reading field of vision, is an important part of university education teaching facilities, and plays a key role in education and teaching. At present, in university library reading promotion activities, mainly includes: "Reading Festival", "Reading Month" and and author of books related to the photography exhibition, but these activities only in the campus, can not be extended to the society, making reading promotion channels blocked.

2.4 Reading promotion activities in the form of a single

The success or failure of the reading promotion activities depends on the degree of the activity form. In the actual university library reading promotion, activity form is relatively single, students for reading promotion has become commonplace. The main reason for this situation is that the university library reading promotion can not be fully investigated.

3. Promote the university library reading promotion way

3.1 To strengthen cooperation and improve the promotion agencies

Establish and improve the University Library Reading Promotion Organization, is to promote the reading promotion work coordination and cooperation, to strengthen the organization and leadership of reading promotion, overall departments between resource allocation and the activities of the orderly implementation. The joining of student organizations can ensure the library to understand the students' reading needs, and also can exercise the students' comprehensive practical ability, and provide a good development platform for the students.

3.2 To expand the promotion channels, optimize the reading environment

At present, the digital construction of university library has reached a certain height. The reading promotion should make full use of campus network and modern multimedia technology and set some and reading promotion related columns, establishment of reader communication area, can also open some of the classic reading, book reviews, etc. section, enhanced and the interaction between readers. At the same time, it should strengthen the cooperation between colleges and strengthen the promotion and application of digital resources guidance, so as to establish the traditional resources and digital resources, content and form of each other's reading promotion model.

3.3 Perfect the regional alliance, promote the reading promotion

Libraries in Colleges and universities and other universities or public library to establish library consortia, achieve interlibrary resource sharing, joint reading promotion activities, which will greatly enhance the scope and depth of promotion of reading. Library alliance held common reading activities, is conducive to the exchanges between university teachers and students, to expand its activities influence can also be directly deal with the public of the document resources in Colleges and universities, increase reading rate, to attract more readers.

3.4 Enrich the reading form, enrich the content of the promotion

The diversification of forms and contents of reading promotion work in University library. Some effective reading promotion mode, should inherit and develop it, and based on the actual situation, in line with the principle of advancing with the times, scientific design of reading to promote the work of the form and content, the reading promotion activities into the daily service work of the library, to popularize in the service, service in the promotion.

4. Concluding remarks

College students are valuable human resources of society, college students as an important part of the community, in the life of college students is extremely important. At the same time, college students are in the important period of absorbing knowledge, University Library provides a good learning platform for them. Therefore, the promotion of reading, service reading, communication culture is bound to be one of the important tasks of the University library. University library should be by strengthening the organizational construction, for college students to provide more convenient hardware facilities and arouse readers' enthusiasm of students reading interest and ability enhancement, improve reading ability and life quality.

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