

# Study and Countermeasure of Service and Developmental Problems of National Reading Movement of College and University Libraries

Xiuxia Ji\*

Zhongyuan University of Technology Library, Zhengzhou, 450007, China

**Abstract:** Implementation of national reading is an important approach in establishment of learning society. College and university libraries should give full play of their strength in various aspects through opening up to society, and to realize social role transformation of modern college and university libraries via different approaches to underscore the necessity and importance of college and university libraries in realization of national reading.

**Keywords:** College and university library, national reading, learning society

**Publication date:** November, 2019

**Publication online:** 30 November 2019

**\*Corresponding author:** Xiuxia Ji, 15038277159@163.com

## 1 Background

In recent years, the most popular discussion among people regarding libraries is about reading. The Government Work Report of China's Two-Sessions 2015 pointed out that it is necessary to advocate national reading and establish a scholarly society. This work report fully demonstrates the importance of reading attached by Party Central Committee and country. Proposal of national reading implementation on the 18th National Congress of the Communist Party of China indicates that our country attaches great importance to reading, and it is an important strategy in establishment of a prosperous and powerful country.

The smallest and the most diverse unit of a city is community. It includes not only social culture and economy, but also education and politics of the society - almost all aspects of social life. Its importance has

led the country to pay more and more attention to this population. In the late 20th century, China put forward the slogan of "construction of community" in order to promote prosperity of community economy and culture. However, construction of community is not easy and can simply relies on single party. It is a complex system involving many industries. Most importantly, it requires reaction from college and university libraries. Although college and university libraries are still facing many problems in serving community, they have inescapable responsibility in promoting national reading in response to the campaign of 18th National Congress. College and university libraries should conform to the needs of development. They should not only serve their own learning institutes but also actively participate in community service in order to enhance cultural level of community to truly respond to national reading goal which is proposed in the 18th National Congress.

An important approach to build a learning society is to promote national reading. Recently, libraries in different regions have begun to open to public at no charge, so as of college and university libraries. This provides resource and path to national reading. Many want to read but cannot afford to buy more books. Free admission provides rich resource for people. The Notice on Development of National Reading Movement 2016 advocates for reading activities of varied categories and forms, so that people can truly enjoy reading process and incorporate reading into part of their daily life. This requires not only improvement of quality but also organic integration of new scientific technology and reading, and innovation of reading method. After more than 10 years of effort, solicitation of opinions by Public Library Law of the People's Republic of

China in December 2015 denotes that all library services are on the track of legal system. All national reading activities will be efficiently implemented under the assurance of law. Due to their unique resource advantages and human resource advantages, college and university libraries indisputably play important roles in carrying out national reading activities.

## **2 Drawbacks of non-public opening college and university libraries**

### **2.1 Limited service subjects**

Service population is basically limited to campus groups, such as student reader, teacher reader, scientific research team, research institute and others.

### **2.2 Service content is subjected to school development**

Library information service and reading promotion plan are generally formulated according to campus development, discipline construction requirement and teaching requirement of respective campus, and barely takes into account reading needs of readers outside the campus. This easily leads to imbalanced resource allocation and subsequent loss of reader. For example, a university librarian has to run a public library card to borrow books and materials he/she wants to read.

### **2.3 Service system is affected by institutional setting of campus**

The entire scheme of service team is based on requirements of scientific research team, discipline system construction and campus reader. This leads to mechanized service which is short of enthusiasm and innovation spirit.

### **2.4 Service mode is only schemed at level of campus reader**

Service mode is not taking all levels of people and special populations into consideration due to limitation of reader group.

In summary, conventional service of college and university libraries is generally being conducted in a relatively closed border with lesser participation in social level activities.

## **3 Positioning of social role of contemporary college and university libraries**

Colleges and universities are the frontlines of cultural research and education in China. They should react

proactively to national policies to provide better quality and convenient public reading service for national reading promotion. Focuses of future work by college and university libraries are to break through situation of self-encumbrance, participate in trend of national reading, and achieve their own sustainable development. It is our future task to standardize various reading platforms and knowledge navigation function among major college and university libraries, to construct a comprehensive and multi-level college and university library service which truly benefits people.

## **4 Necessity and advantages of implementation of national reading by college and university libraries**

### **4.1 Necessity**

First, reacting to national reading movement allows development and improvement of college and university libraries. Under the impact of networking and informatization, conventional survival environment of library has changed dramatically. It is difficult for libraries to retain their conventional elementary position of information dissemination and knowledge propagation. Intelligent network engine and electronic publishing substitutes conventional methods of information retrieval consultation from professional reference books and literature collection. The conventional central position of library has been gradually subsided due to easy accessibility of information. In the long-term prospective, college and university libraries should continually grow and develop. If college and university libraries develop more self-improving services, this will attract a steady stream of people to libraries which accelerates the realization of national reading goal. National Reading Month which is officially held by the Chinese Library Society has now been renamed to Reading Promotion Committee. As can be seen from 'Reading Festival' held by libraries at all places, reading have been increasingly gaining interest of people, which further highlights the role of library in reading.

Secondly, opening up library to public acts as invisible publicity for college and university libraries, which can maximize realization of their own self value. Nowadays, college and university students in China read too little of books. They read with no target, there are not many bibliographies that can be read repeatedly, and there are even fewer people who read for improving

self-cultivation. Contemporary college and university students have developed habit to acquire information from the internet using search engines. Number of library entry and number of paper book borrowed are declining in most college and university libraries, which lead to decreasing utilization rate of college and university libraries year by year. With the development of science and technology, colleges and universities have begun to construct digital resources. However, this poses a lot of waste for electronic resource. Reading can shorten the distance between two parties. It allows library to participate people's live and allows people to know and utilize library resource in realization of library's true self value.

Thirdly, establishment of a harmonious society requires reading and self-quality improvement of people. In recent years, scientism and utilitarianism have been prevailing in the society. Bitter pills from lack of humanism have gradually came to light. Various social contradictions and conflicts have become progressively critical. Influenced by pragmatism and utilitarianism, colleges and universities have been paying too much emphasis on specialty dissection and there is inadequate education on general knowledge. In the process of cultivating college and university graduates, there is arbitrary splitting of knowledge which leads to adverse lack of civilization spirit among college and university students. Reading promotion by college and university libraries can provide people with wide range of civilization resources. It can improve the overall quality of people and build good personality by focusing on common development of individual rationality, intelligence, morality and aesthetic ability. This is conducive to establishment of a harmonious campus and even a harmonious society.

Finally, establishment of a learning society requires extensive reading. Report of the 16th National Congress of the Communist Party of China sets learning society as one of the goals in comprehensive establishment of a well-off society. At the same time, the 21st century is a learning society and a civilized society which requires people to read extensively. Opening up book resource to society by college and university libraries allows people to develop better reading habit and subsequently achieve their self-improvement. When people develop good reading habit, it will be more conducive to realization of national reading goal. College and university libraries are indispensable component of

structure of libraries in China. Therefore, they should serve not only their own students, but also contribute to the society and create a good learning atmosphere for all citizens.

## **4.2 Advantageous conditions**

Our country pays more and more emphasis on higher education. In this aspect, a great amount of manpower and financial resource have been invested in financial expenditure and construction. Internal and external conditions of major college and university libraries have changed greatly and becoming complete.

First, college and university libraries have abundant literature. Colleges and university library is the general information control center of each school. It not only has a large number of literature materials, but also collects various precious resources. It has high professionalism and basically owns high-quality local and foreign literature periodicals and books. According to carrier, library resources can be divided into print, miniature and audio-visual types. According to literature category, they can be divided into physical and virtual documents. Besides, there are many electronic foreign periodicals.

Secondly, colleges and universities have talent resource. Higher learning institution is the base for academy, scientific research and learning. Quality of people in it is higher than other places, there are a lot of talents inside. People who work in libraries are basically literate people who like reading. Moreover, university library staffs can make better use of college and university to further enhance their educational level and optimize their knowledge structure. For long-term construction, library itself has a lot of high-quality personnel who not only has capabilities in information screening, selection and processing, but also capability to utilize modern electronic information technology and retrieval methods. They are able to correctly guide readers to make use of library collection and network information resource, and contribute to promotion of campus reading and even social reading.

Thirdly, colleges and universities have beautiful environment and excellent geographical condition, which can attract more people to come reading. Colleges and universities not only have beautiful environment, but also clean and tidy libraries with strong atmosphere for learning and reading, which are suitable for people to read and study.

## **5 Ways of colleges and universities react to national reading**

### **5.1 Long-term reading promotion**

First of all, economic base determines superstructure, so economic support and corresponding policy mechanisms are essential. Therefore, government should play roles to establish policy system of national reading and provide financial support. People should be encouraged to raise funds through different pathways using different methods. Smooth implementation of system and plan can be warranted only when economic foundation is solid. And, major higher learning institutions should be in charged by specialized leaders. Secondly, colleges and universities should set up reading promotion small groups. Reading promotion should have a systematic and orderly plan, and should not be restricted to single aspect or single approach. Instead, promotion should be carried out in multiple channels and multiple aspects, and give full demonstration of attractiveness of various technical facilities. Thirdly, to effectively embed library reading promotion into improvement process of personal quality education by combining reading promotion activities with comprehensive quality evaluation. Fourthly, college students to set up library reading society, so that students can take initiative to read through editing and publishing articles and opinions, exchanging bibliographies, debates and other activities<sup>[1]</sup>.

### **5.2 Reading promotion content improvement**

First, we should pay attention to improvement and feasibility of plan. Emphasis should be paid to innovation of conventional promotion projects on the basis of preserving advantages of conventional model. Innovative design should be carried out so that conventional activities are regularly updated, in creating brand project of reading promotion activities. Themes should be enriched and expanded constantly. Methods should be changed regularly and not rigidly restricted. Innovation should be carried out so that enthusiasm for participation can be greatly enhanced in the people. Second, we should follow up for degrees of participation and interaction in people. College and university libraries should conduct reading exchange and readers' discussion to build Linkage Bridge for communication between people who like reading. It is essential in allowing people to truly involve in the activities such as feedback and selection of excellent books. In addition, targeted and interactive activities

should be designed according to characteristic and preference of specific readership group to attract participation of reader.

### **5.3 Enrichment of reading promotion approach**

First, it is necessary to implement mobile reading. Emphasis should be put on establishment of mobile libraries, so that people can use mobile phones or other electronic devices to read or to search and request for information anytime and at anywhere. For knowledge and understanding of people, it is necessary to publicize and promote to allow more people to know about and to use the services. Second, it is necessary to set up reading promotion in varied forms. First of all, website of reading promotion should be improved and refined. Special layout and column for reading promotion should be set up to display daily and monthly promotion activities on the website<sup>[3]</sup>. Secondly, we must learn to use current technological communication means to carry out 'advertising', such as by WeChat, QQ and other communication software that people usually use. Methods must be constantly innovated to break through conventional models, and be adjusted to suite the ways modern people receive and read information so that people are interested in information of promotion and to subsequently participate.

### **5.4 Expansion of reading promotion scope and improvement of social service**

First of all, major higher learning institutions should not under-demonstrate their own strengths. They should open to the public to provide service to all people, and to provide reading venue and resource for people. Secondly, since libraries are open to public, they should conduct activities that public people enjoy to see, such as exhibition and celebrity speeches. At such, this encourages people to participate frequently and thus to develop reading habit and to read good books. In addition, it is essential to take advantages of the current network resource. Libraries of major higher learning institution should provide high-quality and rich information resource to the public through web-based navigation services such as information guidance and book list recommendation and topic tracking based on WEB's library reading guidance system, so that the public can do mobile reading in a purposeful and planned way. People should be taught on how to use information retrieval, so that they will be able to independently acquire information, and further process and handle them in maximizing utilization of network

resource to cultivate good habit of national reading.

## 6 Conclusion

After the 18th National Congress of the Communist Party of China, people are increasingly aware of importance of reading. Therefore, reading promotion is being carried out in all regions at different time. People's enthusiasm for reading has been greater than before. A variety of attractive activities have encouraged extensive participation of people. Therefore, in the context of such large environment and background, libraries of major higher learning institution should demonstrate their own strengths. They should serve people and serve for national reading. At the same time,

this is also the responsibility and obligation of college and university library.

## References

- [1] Qi BG. Thoughts on Creating a Learning City[J]. Theory of Learning, 2013(8):20-1.
- [2] Zheng AJ, Chen T. Thoughts and Suggestions on Building a Scholarly Society[J]. Science and Technology Information Development and Economy, 2015(10):151-3.
- [3] Gong YX. Discussion on Knowledge Economy and Information Service of College and University Libraries[J]. Journal of Guangxi Institute of Socialism, 2014(4):12-3.
- [4] Yu LP. To play the role of library by cultivating innovative talents[J]. Science and Technology Information Development and Economy, 2007(1):52-4.