

A Study on the Ability of Promoting Reading in College Libraries

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Abstract: Promoting reading in college libraries can better cultivate students' reading habits, improve students' reading efficiency and reading ability, guide them to read in a scientific way, and stimulate their reading interest. This article makes a brief analysis of the problems and measures for improving reading promotion in college libraries.

Keywords: college libraries; promoting reading; measures

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At the 18th National Congress of the Communist Party in China, the national leaders explicitly proposed to promote reading activities for all and list them in the system of developing a socialist country with advanced culture. At present, reading for all has become an important part of China's 13th Five-year Plan of cultural development, and it has also become a national strategy, which can not only improve all people's quality, but also promote the continuous enhancement of China's overall national strength. General Secretary Xi Jinping has repeatedly emphasized the need of transforming, advocating and strengthening learning, making China into a large and powerful country. In the early 2019, the Central Organization Department carried out a campaign "learn to make a powerful country" across the country, taking reading for all and learning for all as a long-term and important practical activity in the new era, and reading promotion was undergone. The main function of the college libraries is to serve the school's teaching activities and scientific research work,

which can be said to be the students' heart and eyes. It not only plays the role of "reading more books, reading good books" and inheriting China's traditional culture, but also bears the mission of guiding students' thoughts and helping achieve their ideals. This requires college libraries to keep in pace with the rapid development of the times, not only to extend the traditional reading services as usual, to promote more effective and accurate mass literature to most of the teachers and students, as well as to bring the duty and value of college libraries to the full play.

1 Analysis of Problems in Promoting Reading in College Libraries

1.1 The reading promotion in college libraries is insufficient

To achieve the effectiveness of reading promotion in college libraries, it is necessary to ensure the promoting activities sufficient. However, the reading promotion in most college libraries in China is often just a try. The main duty of the library is to expand students' knowledge system, stimulate their interest in reading, and improve their comprehensive ability and quality. However, in the actual promotion process, due to the restriction of the promotion form, the promotion work is only superficial, and it does not function at all. With the continuous development of science and technology, especially the advent of the Internet era, electronic reading has caused a great impact on paper reading. Under this background, the relevant staff of library management have not prepared their thoughts in advance. This form of reading promotion, such as speech contests or essay writing, is not very effective. This phenomenon will also reduce students' enthusiasm for reading.

1.2 The Dimension of reading promotion in college libraries is small

The functions of college libraries include helping teachers and students develop good reading habits and providing them with cultural-learning assistance. However, due to the serious inadequacy of reading promotion, the relatively low working efficiency and outdated forms, it cannot meet the actual needs of the developing a modern society. Although it has received certain support from information technology in recent years, the advantages of various new media for reading such as WeChat and Weibo have not been brought into full play. The students are not enthusiastic to participate.

1.3 The creativity of reading promotion in college libraries is insufficient

Under the rapid development of the society, college libraries also need to be continuously innovated and transformed in their traditional ideas. Reading promotion is no exception and needs to be constantly optimized and innovated. At present, the major college libraries in our country always lack innovation in reading promotion. They do not make good use of the new media, and often still use the traditional ideas and promoting methods of the past. The characteristics of the school libraries cannot be well showed, and students' interest in reading cannot be mobilized. There are also some libraries without their system of information management, but only searching and reviewing books through hands, which greatly reduces students' interest in reading.

2 Improvement of Reading Promotion in College Libraries

2.1 Emphasize reading promotion activities

Under the background of actively advocating reading for all, universities must pay enough attention to the reading promotion work, fully mobilize students' reading enthusiasm, transform their passive reading into active reading, and encourage more people to participate in reading. It should be noted that reading promotion cannot be accomplished overnight, but college libraries need to take the initiative to assume their duties. The relevant national departments also need to introduce corresponding laws and regulations as prerequisite, and invest sufficient labour, material

and financial resources. The reading promotion should develop smoothly. In addition to inspiring students' interest in reading, they can also subtly change their traditional thinking patterns, allowing college students to gain benefits in the reading promotion in the library. The continuous improvement of their knowledge, comprehensive ability and literacy should be underway; the goal of efficient education should be truly achieved; and more excellent inheritors for the country should be trained.

2.2 Innovate the theory of reading promotion in college libraries

The reading promotion of public libraries in China began to be studied in the late 20th century. After more than ten years of continuous research and development, related theories have been well improved and optimized, which plays a role in the reading promotion in modern libraries in China. Reading promotion in college libraries has begun in the early 21st century, and it is mainly presented in various forms such as various lectures and reading days. It is hoped that people will continue to improve their reading standards through reading more books. Reading can not only increase people's knowledge and strengthen their skills, but also enrich their experience, make us better adapt to the society, and make greater contributions to the social development. This requires college libraries to develop long-term and healthy reading habits based on the readers' individualized and diverse reading needs, and actively guide them to make effective use of what they have learned. This is also the method of reading promotion in college libraries.

2.3 The library is the main, and each department is the subsidiary

To better promote smooth reading in the library, the school should also complete a set of operational mechanisms. Based on providing guidance and reference to the reading promotion work, it can also effectively carry out the daily actions to prevent some people from neglecting their work and affecting the reading promotion. In addition, the college libraries should preferably set up a special department to take charge of this activity, make the overall planning of the promotion activities in advance, and undergo the rewarding and punishing mechanism, fully mobilize all employees' enthusiasm, and be more actively involved in the promotion activities. Also, the library should

also be closely connected with relevant student unions and colleges to do well in assisting reading promotion and creating a good reading atmosphere. It should be led by the Youth League of the library group and the student club as well as reader club to promote reading in college libraries.

2.4 Strengthen early publicity and value the evaluation of later effect

Reading promotion in college libraries cannot be implemented without effective publicity in the early period. Only by advertising can it attract more students' participation. In the specific advertising process, it is necessary to pay attention to the application of the forms such as posters, banners or leaflets, which can be used in places where students often go in and out, such as the walls of dormitories, teaching buildings and cafeterias. To create a good atmosphere for reading promotion and let college students clearly understand the importance of reading and enhance the effectiveness of publicity, you can also take full advantage of the popular social network among college students, such as library columns, Weibo, campus network, WeChat, blogs and forums, etc.

Reading promotion is not simple and short-term, but persistent and systematic. After the reading promotion of college libraries is completed, relevant staff should also summarize this activity in a timely manner, including the completeness of the planning process, the various difficult problems encountered during the specific promoting process and the results at last, as well as the accurate and reliable evaluation of the overall activity and the effectiveness of each activity. You can use questionnaires to collect students' opinions on reading promotion in college libraries, comprehensively summarize and analyze the various advantages and disadvantages in the development of the activity, and then carry out the next promotion activity according to the actual situation to make appropriate adjustments and improvements. It should also be noted that in the implementation of reading promotion in college libraries, we cannot just focus on the varieties of forms, but also pay attention to the actual results. Only by improving of promotion can we expand the influence and appeal of reading promotion to ensure efficient results.

2.5 Optimize reading promotion and improve the level of activities

To achieve better results of reading promotion in college libraries, we need to continuously improve and optimize the previous promotion work, continuously enrich the promoting forms, and raise the level of activities. We can follow the following aspects. First, organize a very professional promotion team to carry out the activities, continuously improve the overall planning, organization, promotion and evaluation of the reading in college libraries, and conclude the experience of optimizing the specific promotion activities. Second, improve the theoretical level of reading promotion; strengthen the basic theoretical learning and promotion in college libraries; innovate and promote the ideas and methods of publicity, and do well in planning and evaluating. Third, continuously refine the content. Based on improving the cultural transmission and inheritance as well as the level of knowledge service, the various information resources of the library are effectively integrated, while the cultural connotation and the value of reading promotion are brought into full play. Fourth, improve the individuation of services through reading promotion. In the specific promotion process, we should also make full use of big data technology to know about readers' behaviours, analyze the readers' actual needs in detail, and then formulate targeted promotion themes and develop the most scientific and reasonable reading promotion plans to ensure its professionalism, integrity and multiple dimensions of the plan. Fifth, continuously enrich the forms of reading promotion, which can help them learn from the experience of some other libraries, such as Peking University's 3D technology service, Southwest Jiaotong University's interaction of non-heritage culture on China's exhibition of firing skills of the last green pottery, Wuhan University's Library of Micro Paradise, Shanghai Jiaotong University' inter-space. It is necessary to fully combine its actual situation and the characteristics of the libraries to make reasonable choices, use advanced science and technology to innovate and promote the service, and use reading promotion in knowledge exchange and cultural communication, which is conducive to college

students' moral education.

3 Conclusion

In conclusion, as a college's center of cultural exchange and research, the reading promotion of the library should be added to the daily work. Based on attracting more teachers and students to revere books and pursue learning, we can also train their good reading habits. In the context of informatization, we can also make full use of modern advanced technology to know about readers' reading data. And then through a detailed analysis of these data, we can better understand and grasp the readers' needs, so as to better serve ourselves. Therefore, reading promotion must cater for different

needs, and emerging problems should be solved in a timely manner to make the reading promotion modern, characterized, and intelligent.

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