

Reading Promotion Activity Practice in the Yifu Library of Hunan City University

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Abstract: In the nationwide reading time, the university library carries out the reading promotion activities to guide students pay more attention to reading and improving efficiency of reading , and promoting the cultural quality of education. This paper introduces and analyzes the reading promotion series of the Library of Hunan City University, and points out that a long-term mechanism should be established, publicity should be paid more attention to, and new media technology should be used for innovation, aiming at perfecting reading promotion activities in university libraries.

Keywords: University library ; Reading promotion ; Yifu library of Hunan City University

1. Introduction

Reading is an important activity that is unique to human beings and it is of great significance to the growth of the individual and the development of the country. Nationwide reading has been highly valued by the leaders of the country. The reading promotion is the practice of nationwide reading, and university library, as the center for documentation and information, is bound to become the protagonist of nationwide reading work. According to the data statistics of the Twelfth National reading survey report :the average cell phone reading time of adult is more than 30 minutes for the first time. Mobile phone reading rate is 51.8%, for the first time more than 50%. Digital reading is becoming more and more popular, and paper reading is in crisis. The promotion of reading has attracted wide attention, and many countries have promoted the promotion of universal reading to the national strategic level. The library is the main force to promote the nationwide reading in our country. As an important position to train high-quality talents in our country, the library should take student's reading as its duty. Through reading, we can improve students' ability to appreciate and identify, cultivate students' interest in acquiring knowledge, promote the construction of scholarly campus, form campus reading culture, promote the development of learning society, and contribute to building a well-off society in an all-round way.

2. The Importance of Reading Promotion Activity

First of all, the university library is the second class of students' study, it is of great significance to improve the comprehensive quality of college students to carry out reading promotion activities. In addition to providing literature and consulting services for university students'

professional learning and scientific research, libraries can also prepare rich reading materials for them. At present, many college students have some characteristics in the process of reading, namely, fragmentation, randomness, utilitarianism and blindness. The implementation of the reading promotion activities in the university library can effectively promote the students' reading life. Reading promotion activities in university libraries, can guide students to read deeply, so as to form good habits of reading and thinking, open their horizons, enrich their knowledge reserves, and ultimately improve their comprehensive quality.

Secondly, In addition to providing information support for scientific work and teaching and research, the university library is also the main base for the inheritance of excellent traditional culture. The library can be infected by various forms of activity and attract students to move into the traditional culture and realize the traditional culture of the nation. It is an important mission for college students in our time to make college students understand the importance of cultural innovation and inheritance.

At last, reading promotion activities in university libraries can effectively transmit positive energy. All the work and research of the library will eventually be implemented into the reader's reading service, which includes creating professional collections and providing excellent reading environment. The basic meaning of reading promotion is to develop colorful reading activities for readers. Library staff must also throw themselves into the reading promotion work with great enthusiasm, and bring their intelligence and intelligence into play, and identify new ways of work to carry out the reading promotion work.

3. Reading Promotion Activity Practice

Yifu Library of Hunan City University has taken many measures to realize the sustainable development of reading promotion activities.

At first, a special reading promotion department was set up. The library has always attached great importance to the construction of the organization of the reading promotion. Much human, material and financial resources are invested to ensure the smooth development of library reading and promotion activities. This year, the Hunan City University's Yifu Library set up a special reading promotion department in March 2017, which is committed to guiding reading promotion activities. The reading promotion department is headed by the deputy director of the library. There are specially-assigned person who are responsible for the organization, management, and construction of the reading promotion activities. The reading promotion department establishes a diversified propaganda platform, formulates a reading promotion scheme suitable for college students' reading interest, carries out diversified reading activities, communicates with college students and experts, and evaluates the effect of activities. The library's reading and promotion department is responsible for all the daily work.

Secondly, the Yifu Library of Hunan City University made a reading promotion annual plan. As a guiding document of library reading promotion, the reading promotion annual plan focuses on the short-term goals, specific tasks and measures of their promotion activities. In order to realize the sustainable development of reading promotion activities, the reading promotion department of the Yifu Library of Hunan City University made the reading promotion annual plan. The reading promotion program includes the purpose, significance, activity time, pre preparation, content, cooperation unit, budget, activity process and activity effect summary and evaluation of reading promotion. The annual program is conducive to promoting the development of reading promotion activities.

Thirdly, different kinds of reading promotion activities were developed. As the most frequently used way of reading promotion in university libraries, book recommendation can guide students to choose the right books by using book reviews and books introduction. Before and after the world reading day, according to the readership's wishes, Hunan City University's Yifu Library chose "ordinary world", "disciple rules" as the book list of "one school and one book". Organized secondary colleges promoted many reading activities. The reading promotion department, based on the Dangdang network and the Amazon's best seller list, quickly procured best selling books for readers to borrow. At the same time, the Department of reading and promotion first published the relevant bibliographic information on the We Chat platform and QQ group in the library. The library

also added e-lending machine, intelligent retrieval machine to improve the intelligence level of the library.

Fourthly, reading, storytelling and writing. The Literature editing and cataloging department took action at the first time, contacted with the bookseller and purchased books timely to meet the reader's reading needs. In the extensive publicity activities of the library, the teachers and students of the two level colleges have set off the climax of the reading activities. Under the careful organization and guidance of leaders and tutors, school launched the reading promotion activities ceremony, full of sound and color. Happy reading makes people progress, deep understanding makes people wise. The readers of our university are immersed in the comprehension of reading and appreciation. A total of 2330 books were collected and 301 of the them were recommended by library's reading and promotion departments.

At last, cultural poverty alleviation. In order to make the reading promotion activities out of the school, Hunan City University Library carried out cultural poverty alleviation activities in Hunan Yiyang Anhua Chen Wang community. There are some poverty-stricken schools and communities in Chen Wang community in Anhua, which lack funds and do not have enough economic conditions to purchase books. Most students and farmers have difficulty in reading books and reading good books. In order to enable students to broaden their horizons and increase their knowledge, and to meet the needs of farmers to seek knowledge and enrich their spiritual and cultural life, The library walked into the countryside, into the school to carry out targeted books and reading sharing activities, involving children, parenting, health and agriculture. Through activities, we have improved the reading environment of villagers and students, further strengthened the construction of cultural positions in rural poverty-stricken areas, and contributed their own clothing strength to the countryside.

4. Measures to Realize the Sustainable Development of Reading Promotion Activity

Although the overall promotion of reading is the most important responsibility of the public library, it is still difficult to be satisfied with what you want to do by yourself. The library is best to win the support of the government, the business and other parties. Each group should cooperate with each other, win the mutual benefit, and make a contribution to the improvement of the state's soft reality. Then, we should actively carry out the reading promotion activities with regional characteristics, suit measures to local conditions, attract citizens to participate actively in the new form, only in this way can we form a good reading atmosphere and better promote reading promotion. at the same time we should introduce library professionals, while improving librarians' benefits, introduce appropriate policies to encourage and mobilize

the enthusiasm of the librarians. Last but not in the least, we can investigate the needs of the readers, and then the library will make relevant policies according to the feedback of the readers. For example, according to the hobby of readers to pick reading resources, according to the reader's response to improve the promotion way, and through the relevant system for reading promotion escort, so as to promote the development of reading promotion activities

5 . Conclusions

University library is not only the main reading promotion front in college, but also a leader in the construction of campus culture. The paper combines the practice of scholarly campus construction of Yifu Library of Hunan City University over the years, and puts forward the countermeasures of further creating strong reading atmosphere and boosting scholarly campus construction. Carrying out reading promotion service has already become the consensus in university libraries.

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