

The Problems and Countermeasures in the Promotion of Reading in University Libraries

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Abstract: *With the rapid development of modern society and the highly developed internet technology, it has changed people's traditional way of acquiring knowledge and also expanded the connotation and extension of reading. It can be said that reading exists everywhere in today's society. The current reading promotion work is not only carried out by libraries. The vigorously promoting and popularizing electronic reading materials poses a serious threat to traditional reading methods, which not only facilitates reading methods but also impacts people's thinking. So universities need to vigorously promote library reading. This article mainly studies the problems and countermeasures in the promotion of reading in university libraries. I hope to provide useful suggestions.*

Keywords: university library; Reading promotion; Problem; countermeasure.

1. INTRODUCTION

In the era before the internet became widespread, reading was the most convenient way to acquire knowledge. If you want to read, you need to go to the library to find a book. People used to go to the library, find books of interest, broaden their horizons, and purify their souls through reading. But in modern society, due to the excessive development of internet technology, life is filled with low headed people, and students are addicted to browsing social media or Weibo. Although not opposed to this 'fast food culture', it is also not advocated. Students who fully accept all content can impact or even poison their own thoughts. Therefore, in order to promote reading in the library, it is necessary to use the library as the main body of reading.

1.1 Reading promotion is the foundation of library existence

Carrying out reading activities is an important mission of public libraries and also a core service content. In the "Declaration on Library Services in China", it is clearly stipulated that libraries strive to promote universal reading. That is to say, the natural responsibility of a library is to promote reading, which is a fundamental thing. If a library loses this role, it will have no meaning in existence.

1.2 Reading promotion is a necessity for the healthy development of libraries

There is a large amount of knowledge stored in the library, so in order to achieve healthy development, it is necessary to spread the knowledge comprehensively and allow people to understand and digest it. If only the library is used as inventory, it will lead to the development of the library becoming pathological, and even have a negative impact on the public image of the library. Only by vigorously promoting reading, releasing a large amount of one's own inventory, and allowing people to use the library to acquire knowledge, can the development of the library be promoted. Ensure sufficient funding and talent investment in the future.

1.3 Reading promotion is the social responsibility that libraries should bear

After carrying out nationwide reading activities, the country has been very active from the central to local levels. As the main body of social reading, libraries need to take on their own social responsibilities. Although modern people have various ways of reading, if they want to increase the depth of reading, they need to have a comprehensive and systematic grasp of knowledge, and the library is the best place. Everyone can infect and encourage each other here. The literature and material guarantee system of the library is very complete, effectively ensuring people's reading. Only in the library can people feel the feeling of free flight of their hearts and truly feel the joy of reading.

2. PROBLEMS IN READING PROMOTION IN UNIVERSITY LIBRARIES

2.1 Lack of clear promotion subjects

To carry out reading promotion activities in universities, libraries need to organize them. However, currently, university libraries only have the function of borrowing books, so students rarely use libraries to carry out reading promotion activities. In addition, the promotional activities carried out not only require students to participate, but also involve students as the main body of reading promotion work. However, in the current reading activities carried out by universities, there is a lack of cooperation between various departments and students, and the main body during the promotion period is not clear, which to some extent affects the promotion of reading in university libraries.

2.2 Lack of flexible promotion forms

Many universities use essay competitions and award-winning knowledge competitions. These modes are too traditional. Although it has increased students' reading volume and strengthened the connection between students and the library, the development time of these activities is relatively fixed. College students have very active thinking and are easily attracted to new things. Therefore, due to the fixed patterns of these fixed time activities, students will lose interest in participating, which makes it difficult to carry out subsequent promotion activities.

2.3 Lack of funding for reading promotion

During the reading promotion activity, each link requires funds for venue selection, guest invitations, event promotion, etc. After the event begins, it is necessary to provide rewards to students who participate in the event, and sufficient financial support is also required. Currently, a large amount of funds from universities are being used to establish new libraries and purchase various electronic and literary resources, and so on. There is no funds available to promote reading activities. Although some universities have recognized the importance of carrying out library reading promotion activities, there is still a lack of promotion funds, which is also one of the reasons hindering reading promotion.

2.4 Lack of digital resource promotion

The development of information technology in modern society is rapid, and its role in libraries is also very important. In the future, library file formats will develop towards a combination of electronic and paper files. Electronic documents and paper documents each have their own advantages and complement each other. However, currently, university libraries mostly have paper materials, and the quantity is huge. They often choose paper materials when reading, so they are not aware of the advantages of electronic documents, which increases the difficulty of promoting electronic document resources in the region. Some universities promote electronic literature, but only briefly introduce its functions, which to some extent affects the development of library reading promotion.

2.5 Long promotion cycle and unclear theme

The cycle of library reading promotion directly affects the overall effectiveness of promotion activities. If Chinese universities are currently carrying out library reading promotion activities, the common problem is that the cycle is too long. The cycle is generally set to occur once a year, once every six months, etc., and when carrying out reading activities, it is also important to be careful not to repeat it with other activity times. This leads to poor continuity in reading promotion activities, which affects the effectiveness of cultivating good reading habits among college students. In addition, university libraries do not combine "thematic advantages" with "cycle advantages" in reading promotion. This leads to the inability to effectively utilize the theme of reading promotion, and students only value its fun while neglecting its educational value when participating in activities. Ultimately, the value of the reading promotion activities carried out cannot be truly reflected [6].

3. FEASIBILITY STRATEGIES FOR SOLVING READING PROMOTION PROBLEMS

3.1 Improve the promotion subject

Firstly, it is necessary to establish a student organization, including a college student reading self-help organization and a college student reading association. Campus culture is filled with a reading atmosphere, as these institutions continue to expand their readership and utilize common responses to engage more and more college students in reading activities. In addition, the internal reading mode of the institution needs to be constantly reformed to develop more interesting reading modes and stimulate the interest of college students in reading. Only when the reading theme is clear can reading promotion activities produce practical results and significance. Secondly, it is necessary to establish a permanent higher education institution. Universities need to support students' voluntary reading promotion activities, comprehensively and professionally manage various affairs during the reading promotion period, and improve the effectiveness of reading promotion activities. The third is based on reality. While promoting reading, university libraries should not only pursue efficiency, but also meet the actual needs of students. Students can be promoted based on their psychological characteristics and reading habits. A promotional group can be established to teach students reading. Ensure students' reading.

3.2 Enriching and innovating promotion forms

College students are easily attracted by innovative forms of promotion and truly immerse themselves in reading. Therefore, the promotion form needs to be rich and innovative: first, the theme of the activity needs to be clearly defined. As this topic is an activity guide, it is necessary to clarify the theme of the activity when promoting reading. College students can directly see the theme and goals of the activity and be attracted in order to further engage in reading. Secondly, it is necessary to establish diversified forms of activity promotion. The promotion form of the activity directly determines whether it can arouse students' interest. For example, real-life libraries and campus song lyrics competitions are no longer constrained by traditional forms. These promotion forms are more in line with students' modern reading concepts, and the third is to boldly learn from them.

Universities can boldly learn from foreign reading promotion experiences, invite non campus personnel to come to our school to recommend books, and engage in in-depth communication with students, sharing reading experiences with each other. This has a significant effect on improving students' ideological level.

3.3 Expanding funding sources

In all promotional activities, the role of funds is very important, and only with sufficient funds can the activity truly play its role. The higher the level of activity, the more money will be spent. The library is a non-profit organization that must be fully paid by the school. In order to promote reading activities smoothly, it is necessary to find funding sources from various aspects. You can seek help within the school. As the library operates throughout the school, it can collaborate with other departments and organizations to promote reading, effectively reduce financial constraints, and ensure that basic material requirements are met. Sponsors can also be obtained. Libraries can collaborate with database suppliers, book suppliers, etc., so discounts will increase when organizing events. In addition, the library encourages students to seek support from peripheral institutions, not only to showcase their public relations skills, but also to obtain funding to successfully complete reading promotion activities.

3.4 Improving the Digital Reading Promotion Environment

The rapid development of digital technology in modern society has been widely applied in libraries, and the Internet is also a popular reading platform for college students. Therefore, universities can use this function to create a better reading environment for students and promote digital reading activities. Firstly, utilize digital reading devices. There are many digital e-readers available today, but universities can deploy e-readers according to the situation so that students can enjoy advanced reading. Such devices include touch screen readers and electronic newspapers. Satisfying students' modern needs and making them interested in reading. The second is to pay attention to the arrangement of relevant training courses. Many students need operating tips when operating high-tech digital reading products. So the library needs to provide training on operational skills for students, which can also increase their interest in reading.

3.5 Reasonably arrange the reading promotion cycle

Reasonably arranging reading cycles can effectively improve students' reading efficiency. Reasonably arranging the reading cycle can ensure that students enjoy a good reading platform and spatial environment. Firstly, focus on cycle advantages. Libraries need to pay attention to the cycle of reading promotion activities, as college students must participate in more activities. The best cycle is once a month. Secondly, we need to focus on thematic advantages. Each cycle needs to have different themes, so that the reading promotion work carried out can be full of novelty and freshness, and students can be full of interest in participation.

4. SUMMARY

Overall, Chinese universities are currently not closely monitoring the implementation of library reading promotion activities. In order to maintain college students' interest in reading and develop good reading habits, universities need to conduct a reasonable analysis of the current problems in libraries. Read promotional information and develop reasonable strategies to address this issue, ensuring that obtaining information can enhance students' overall abilities.

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