

Ways and Means of Strengthening Reading Promotion in Libraries

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Abstract:

Library plays a very important role in society, which can effectively improve the knowledge level of students and people, and it is a main way for people to acquire knowledge. Therefore, librarians need to actively promote book reading methods, so that people's demand for knowledge can be effectively met. However, due to the restriction and influence of many factors, there are still some problems in the library's reading promotion work, which leads to certain obstacles in the book reading promotion. Therefore, relevant staff need to analyze the problems in the promotion in time and explore corresponding promotion countermeasures according to actual problems.

Keywords:

Library, Reading Promotion, Promotion Channels, Promotion Mode

1. Introduction

Library reading promotion is one of the many tasks of the library. Although the content is relatively common, it will seriously affect the construction of the library. Therefore, the staff need to take effective measures in time to ensure the smooth progress and completion of library promotion. When building a library, the promotion of book reading can effectively influence people's reading interest, help people to know their own reading direction, and then improve the resource structure of the library. In reading promotion, the staff need to communicate with readers in time, fully grasp the reading needs of readers, improve their own service methods, effectively meet the needs of readers, and then improve the completion rate of library reading promotion.

2. The Significance of Library Reading Promotion

2.1. Arouse people's attention to book reading

According to relevant research, compared with western countries, China people pay less attention to book reading [1]. The reading rate of books is an important indicator to measure the value of books. According to the survey, the reading rate of books in China in 1999, 2001, 2003 and 2005 was 60.4%, 54.2%, 51.7% and 48.7%

respectively, and the national reading rate showed a very obvious downward trend [2]. At the same time, the survey shows that the number of books read per capita in Europe and the United States is 16, of which 24 are in Northern Europe, while only 4.5 are in China, which is quite different [3]. At present, there is still a big gap between China's per capita reading and that of western countries, and this gap cannot be shortened for a long time. Even if effective measures are taken to intervene, good results have not been achieved. Reading promotion can effectively improve the national reading rate, enhance people's understanding of the importance of reading, and effectively improve the current reading situation.

2.2. Improve and give play to the functions of library management.

In the process of reading promotion, we can collect the feedback information from the participants and continuously improve the service level and content of the library. Based on meeting the needs of the participants, we can constantly update and enrich the existing resource level of the library, create characteristic library services, and then improve the management level of the library. In the process of carrying out reading promotion activities, the staff can continuously spread the contents of library services, so that the influence and popularity of the library will continue to expand, and then the library's ability to adapt to the environment will be effectively improved and its competitive advantage will be maintained. Reading promotion is not only the responsibility of the library, but also the obligation that the library must fulfill, and it is the only way for the library to give full play to its functions [4]. In 1975, IFLA clearly pointed out four social functions of libraries: (1) developing intellectual resources; (2) transmitting scientific information; (3) social education; (4) Preserving human cultural heritage [5]. At present, with the continuous development of modern science and technology, people's access to knowledge is becoming more and more convenient, and libraries are facing great challenges in fulfilling their social functions. In this case, the library needs to constantly overcome and solve the existing disadvantages, develop a new development direction and space in combination with the actual situation, introduce more advanced management methods, effectively meet the needs of readers, constantly create service content with national characteristics, attract more readers to read, and maximize the social functions of the library.

2.3. Comprehensively improve the quality of participants.

Reading can nourish emotions, relax readers' body and mind, improve personal knowledge, acquire knowledge content that can't be obtained in life, and then promote people to constantly improve their own shortcomings, effectively improve their ability to distinguish right from wrong, and finally complete their own growth. Carrying out reading promotion activities can effectively improve the comprehensive quality of participants, and then train a batch of outstanding talents for the country. Reading can improve people's civilized quality, thinking ability and ability to do things, and its role can affect a person's lifelong development. People can make continuous progress in reading and better adapt to the development of the objective world. At the same time, people's reading level is the main symbol of a nation's spiritual civilization. Carrying out reading promotion activities can give full play to China's spiritual civilization and help the whole society to develop good reading habits.

3. The Problems Existing in the Library Reading Promotion Work

3.1. The reading promotion mode is single

At present, the reading promotion mode of major university libraries is relatively simple, lacking creativity and characteristics [6]. Most of the time, the staff only stay in the form of reading promotion, and only use the reading promotion activities sponsored by the library to promote it, without joint promotion with other departments, and the organization of activities is also lacking in creativity. The themes and slogans used in the activities did not fit the interests and hobbies of the masses, and most of them used reading seminars, speech contests, essay competitions and other ways to carry out activities, which lacked innovation. Moreover, according to the current reading situation, the government does not realize the importance of reading promotion, which leads to insufficient reading promotion and lack of perfect reading promotion policies [7]. Once the relevant departments reduce the publicity and promotion efforts, the reading enthusiasm of the masses will be reduced.

3.2. The lack of electronic resources reading promotion

Literature resources mainly include electronic literature and paper literature, of which the former has the main advantages of small capacity and volume, and can be searched by computer, but its reading cost is relatively high; The main advantages of the latter are convenient reading, low cost and certain humanistic care [8]. Because both of them have their own advantages, the future development direction of the embassy is to effectively combine paper documents and electronic documents. However, at present, most libraries only pay attention to the promotion of paper literature resources, and although they have also carried out the promotion of electronic literature, there are still many imperfect western countries that need to be strengthened and improved. For example, most libraries do not carry out the course of searching electronic documents, so most readers can't increase their knowledge by searching documents. At the same time, most libraries don't have excellent course resources, so readers can't read effectively if they can find high-quality course resources and electronic documents.

3.3. Reading form is too superficial

Effective reading mainly means that readers can get new knowledge and information through reading, get good spiritual satisfaction and gain a lot, so they can continue reading. Invalid reading mainly means that readers have not obtained new information and knowledge from the book, and their spiritual level has not been well satisfied, which in turn has affected their reading enthusiasm and they do not want to continue reading. At present, most university libraries have not carried out good and effective reading promotion work, which leads to the inability of most readers to read effectively.

4. The Ways and Means of Library Reading Promotion

4.1. To build a good reading atmosphere

In order to attract more people and students to obtain relevant information through the library and create a wider reading atmosphere, the library can carry out a series of flexible activities to encourage reading, such as reading competitions and book exhibitions, to enrich people's reading channels, so that they can feel the richness of

reading in the library and increase their reading interest. However, it should be noted that when carrying out reading promotion activities, it is necessary to proceed from the interests and needs of readers, take reading and books as the main activities, maximize the effect of the activities, and hold reading promotion activities periodically to promote people's continuous reading, which can preserve the good reading experience for a long time. Different from fast consumption, the pleasure of reading is mainly to slowly taste the "big world" in small books, so only by slowly tasting knowledge in a good reading atmosphere can we feel the artistic conception in it more deeply, which is also one of the beautiful experiences that library reading brings to people.

4.2. To carry out the promotion model based on information network

With the continuous development of modern science and technology, the Internet has penetrated into all areas of people's daily life, and people's quality of life and efficiency have been effectively improved with the help of the Internet. Libraries also need to adapt to the development of the times and carry out reading activities with the help of the advantages of Internet communication, so that more people can participate in reading books and better integrate modern elements into traditional reading. Library staff can make full use of the network to enrich their reading methods through mobile phone software, chat groups, information websites and other network channels, so that readers can obtain the latest book information through various channels, understand the current book development, author information and best-selling books, so that readers can better grasp the relevant information and effectively improve the speed of book promotion. In addition, managers can also establish reading groups, through which readers can exchange their reading experiences and experiences anytime and anywhere, and through reading, the distance between people can be narrowed, so that people of different occupations and identities can exchange reading ideas, and more friends who love reading can be attracted, thus comprehensively promoting the reading ideas of the whole people.

4.3. Pay attention to the scientific transformation of promotion methods

In order to make the reading methods of libraries adapt to the fast-paced life, librarians need to innovate reading methods and methods as much as possible, actively carry out reading promotion, and flexibly combine with related industries such as advertising agencies and book publishers to carry out reading promotion based on traditional reading promotion methods. In reading promotion, it is necessary to integrate fresh planning and elements as much as possible, so as to attract readers better, make readers change from passive participation to active participation, and then expand the promotion influence and let more people start reading. In addition, managers can also use the information exchange platform to promote reading, make reading popular, and create an open communication platform for readers to share reading information.

4.4. Cater to the needs of readers to carry out promotion.

In the daily management of the library, the staff should consider the readers' reading experience and actual interests, simplify the process as much as possible, and effectively improve the efficiency of readers' access to relevant reading information. With the increase of library book collection, managers need to repair, sort out and code the corresponding books regularly, so that readers can borrow books better and

their reading comfort can be effectively increased. Not only that, the library can also design a humanized retrieval system, set up a convenient channel to meet the different needs of readers in a special area, or recommend a list of current hot or popular books to readers in a prominent position on the homepage of the website to help readers quickly obtain key information and omit unnecessary retrieval processes.

4.5. The construction of scientific reading promotion evaluation system

It is necessary to take effective measures to quantitatively evaluate the effect of library reading promotion, so that managers can measure the effect of reading promotion more accurately and accumulate experience for future reading promotion activities. When carrying out reading promotion activities, library staff should first make careful plans, which are mainly divided into short-term, medium-term and long-term plans, and at the same time contact higher-level management agencies and propaganda agencies to obtain support and cooperation, and multi-departments should work together to carry out activities. In carrying out the activity project, all departments need to cooperate well, give full play to their unique working characteristics, provide good service support for reading promotion activities, attract more readers, enhance their reading interest and participate in reading.

5. Conclusions

Based on the above contents, it can be seen that reading promotion can play a very important role in the process of building a library. Although this work is only a common part of library work, it has a very important impact on improving people's reading level and increasing people's knowledge, so relevant departments need to pay attention to library reading promotion. When carrying out reading promotion, the library needs to meet not only the needs of students, but also the needs of all social groups to effectively promote reading and spread culture. In the process of reading promotion, we need to pay attention to in-depth study of readers' reading orientation and reading psychology, build a better promotion model from the basic needs of readers, strongly stimulate readers' reading needs, and then improve the reading level of the masses.

Conflicts of Interest

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