

Study on the Function and Service Mode of University Libraries in the Public Cultural Service System

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Abstract—Colleges and universities are the cultural center of a region. A university can even bring economic and cultural prosperity of a region. Naturally, the library is the cultural center in colleges and universities. With the development of "nationwide reading", the role of university libraries has become increasingly prominent. As colleges and universities are open to the public, they are equivalent to public libraries in a region. This paper mainly discusses the role of university libraries in the public cultural service system, as well as its service mode. Of course, it also discusses how university libraries can better serve the public and make suggestions for the development of university libraries. It is hoped that this research can promote the construction of the public library service system in college libraries.

Keywords—university library; public cultural service system; function; service mode

I. INTRODUCTION

The library is a treasure house of human knowledge, a center for disseminating knowledge and information, and an important force for improving the cultural quality of the whole people. As a public welfare institution for the public to acquire knowledge, public libraries have been unable to meet the growing knowledge and cultural needs of the public because of the lack of professional resources, single service content, lack of human resources and insufficient funds. As a collection center of document information, university libraries have a wealth of timely information resources such as collections, serial publications and various professional subject databases. With the advent of a learning society, both the research community and the individual in the society hope to obtain rich and professional resources and diversified services from the library like the teachers and students of colleges and universities. University libraries will gradually become a regional information resource center. Providing high-quality public cultural services is indispensable and imperative. It is necessary to actively promote the role in the public cultural service system and create new public cultural service model. It is the most basic task for university libraries to provide services for teachers and students of the school, and

providing services to off-campus readers is the future development trend.

II. THE ADVANTAGES OF UNIVERSITY LIBRARIES IN THE PUBLIC CULTURAL SERVICE SYSTEM

A. Authoritative Literature Resources

The libraries in colleges and universities dispose of material based on disciplines and professions. Therefore, they have a relatively complete and systematic professional literature system. There are thousands of books on social sciences and natural sciences, as well as newspapers and periodicals to enrich readers' cultural life. In addition, colleges and universities not only have rich paper resources, but also and high-quality network resources, including Chinese and foreign professional databases and many media resources, providing rich information and convenient services for the public. The resource utilization rate will be very low if the libraries with huge resources open to the students only. So opening them to the public will greatly improve utilization rate and benefit for the public.

B. Professional Human Resources

The libraries of colleges and universities have high requirements for staff. It not only has librarians who are engaged in specific businesses, but also subject librarians with professional knowledge who are familiar with certain types of books, and they also have teachers for literature retrieval teaching which local libraries don't. According to incomplete statistics, there is more than 30,000 library staff with good quality and professional ethics in colleges and universities nationwide. Many of them have college education background or above, and the average academic qualification is still increasing year by year. By the same token, if these staff works only in colleges and universities, they are largely overkill. So it is necessary to find their new role in the public cultural system. It is believed that they will greatly help improve the quality of the public.

C. Geographical Advantage

Many colleges and universities have branch schools, so there shouldn't be only one library. They are the general and

the branch. So such geographical distribution can not only benefit more people, but also benefit for the development of local area so as to meet the information needs of the region to a great extent.

III. THE ROLE OF UNIVERSITY LIBRARIES IN THE PUBLIC CULTURAL SERVICE SYSTEM

A. *The Educational Role of University Libraries in the Public Cultural Service System*

The main function of the library is of course education since it is built at school. Students in colleges and universities can consult information and do academic research to improve their studies. Compared with public libraries, community libraries and other types of libraries, the university library has rich information resources and a relatively professional librarian team. Besides, it has stable service object, more literature information resources, and more systematic service specifications and requirements. So it is not only benefit for the education function of college students, but also for the public. As a document information center of colleges and universities, university libraries are also an important base for cultivating talents and lifelong education for the public. They bear an important responsibility that cannot be shirked in building a learning society. They should extend their traditional services and play their role in education.

B. *The Cultural Role of University Libraries in the Public Cultural Service System*

Culture refers to the sum of material wealth and spiritual wealth created by human beings in the process of social development. Culture is preserved and disseminated in the literature, and the literature is preserved and transmitted in the library. The library is closely related to the development of culture, born with culture, and honored by culture. Sheila believes that "culture is the sum of a social knowledge and belief, which maintained by three aspects: material equipment, academic achievement and social organization." And the library is the "social organization and social system that combines the two." The literature is the crystallization of human knowledge and wisdom, the carrier of human spiritual civilization and an important tool for cultural communication which plays a decisive role in the process of accumulating, preserving and developing human civilization. It is no exaggeration to say that the memory of history, the spread of culture, the progress of society, and many major discoveries of inventions are inseparable from the library. All countries in the world regard the library as a symbol of social culture and the development of civilization. What's more, the university library is regarded as the core of urban civilization development and the hub of information exchange. How much a city attaches importance to culture reflects how much it values the civilization. The true essence of the library lies in its cultural connotation and inner spirit. It plays a role in preserving culture, accumulating knowledge, remembering history and spreading culture in human development and social progress.

C. *The Role of University Libraries in the Information Consultation of Public Cultural Service System*

University libraries have rich and professional information resources, both in the form of paper and data. It is generally believed that the basic role of the library information consultation function in the traditional is to help readers find the literature books and provide the searched bibliography. It has not yet become the core business of the library. However, with the coming of the information age, readers' demand for information is increasing rapidly, and the innovation of the methods of consulting services in university libraries has also become the competition of each library. The public can use the library's query function to get the information they need for their activities, thus enriching their knowledge and improving their skills.

D. *The Role of University Libraries in the Social Function of Public Cultural Service System*

Social function means distinguishing from the original university library mode to expand its functions and services from the school to the society, and openly provide its own book resources and network resources to the society other than the classroom and students. To expand the social service function of the library, integrate ideas from the whole people and socialized into the school education can not only improve the education level of the school comprehensively, but also lay a good foundation for building a well-off society in an all-round way and realizing the great rejuvenation of the Chinese nation. The foundation, making due contributions to the development and innovation of China's cultural system, is an important measure for China to achieve the great rejuvenation of the nation in the new era.

Nowadays, the socialization of university library services has become a key research work for educators, and should be highly valued by teachers and students of all universities.

Social function is very important because it is open to the public and its large impact on society. Libraries can make full use of their academic resources and venue resources (the university library generally has a lecture hall) to hold some large-scale activities, such as anti-drug publicity activities and anti-AIDS publicity activities, which will have a good impact on society.

IV. SERVICE MODE OF UNIVERSITY LIBRARY IN PUBLIC CULTURAL SERVICE SYSTEM

The traditional university library service mode is simply borrowing and returning books, in which the interaction between readers and libraries is often due to the lack of initiative of library staff and even readers, so their enthusiasm for learning is small. And the library should bear more responsibility for this. Therefore, it is necessary to change the traditional service mode and to improve and innovate the service mode accordingly in the new era, and give full play to the various functions of the library.

A. Reader-centered Work

The purpose of the library is to satisfy the readers' needs to the utmost extent. It is also the goal pursued by the library's reader service work. And of course, this is also the working principle of the library. It implements the people-oriented thinking into every aspect of the service work and truly considers the reader, which is reader-concentric.

University libraries can involve readers in certain tasks in the library, for example, the planning of library activities. The work of these libraries will be closer to the public to enhance social influence of the library.

B. Transition from Off-line Mode to On-line Mode

With the development of the Internet, university libraries cannot be limited to the original simple off line service model, and can adopt flexible and diverse forms of activities to attract more members of the public to participate. Today, with the widespread use of network technology, libraries should enter the on-line world of readers and establish an interactive platform for interaction with readers. For example, the establishment of a digital library allows readers to feel the services of the library without leaving home, and the use of QQ, WeChat, the public and other channels to publish information, and constantly expand the participation and influence of reader activities.

At the same time, the role of off-line material should not be ignored. It is needed to combine off-line and online, off-line and online, and complement each other. Of course, at the same time, the role of off-line should also not be ignored. It is needed to combine off-line materials with online materials, combine off-line mode with online mode, and complement each other.

C. Horizontal Extension of Services

The horizontal extension means the area where university libraries can expand their services. University libraries can regularly send out a group of volunteers, either students of the school or staff of the library, to have book promotion activities in remote mountainous areas, which will bring good social benefits and also exercise the ability of teachers and students or staff. This should be an important role of university libraries in the public cultural service system.

V. CONCLUSION

The expansion of the public cultural function of university libraries is an important part of the current library work, and it is a way to reflect the value of university libraries. It is necessary to transform the functions and expand its service mode in public culture service system, especially in the new era. This requires, of course, the participation of both universities and society.

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