

Research on the Thoughts and Models of Reading Promotion of University Library in the New Media Era

Kening Ding

Library

Zhuhai College of Jilin University

Zhuhai, China 519041

Abstract—With the advent of the new media era, series of changes have been taken in the reading promotion of university libraries. Therefore, university libraries should be good at using new media for reading promotion. This paper analyzes the current reading situation of university libraries in the new media era, discusses the role of new media in reading promotion, and puts forward the specific ideas and models of library reading promotion of new media era, hoping to promote the reading of college libraries.

Keywords—university library; reading promotion; new media

I. INTRODUCTION

It is one of the important development strategies of our country to advocate whole-people reading and improve the overall quality of the masses in China to develop a civilized society. As an important reading resource, college libraries have important practical significance for reading. And as the arrival of the new media era, the electronization of reading has become an inevitable trend, and the promotion of libraries has also been highlighted. From a practical point of view, both major publishers and online media have quickly updated the reading style in the new media era and achieved certain progress. The promotion and mode of reading in the new media era is still relatively backward compared with university libraries, and there are many shortcomings.

II. THE STATUS QUO OF COLLEGE LIBRARY READING UNDER THE NEW MEDIA ERA

A. Reading Promotion Lacks Innovation

Nowadays, there are still some colleges use traditional propaganda boards and banners as promotion tools, among which paper books still the dominate one. It is true that paper books are the treasures left by human development. However, although the traditional propaganda model helps to form the reading atmosphere, paper books can no longer meet people's growing reading needs in the new media era. Reading promotion in modern society still has a long way to go. According to China's Internet Report, at the beginning of 2018, the current network penetration rate in China has reached 55%, and the number of users connected to the

Internet through smartphones is over 96%. The Internet has become an important station for business, and it has gradually extended to the daily life of the people. Various reading platforms have also become one of the ways for college students to obtain information. The promotion of reading can be said to have great advantages in the new media era. Therefore, university libraries should make full use of contemporary new media channels to further enhance the depth and breadth of reading content.

B. Limited Access of Promotion

Although colleges and universities have begun to focus on the use of new media for reading promotion, most of them are relying on a single channel, such as the university library's home page. There is also some college library promotion by means of Weibo, WeChat and other new media accounts and to interact with readers through these accounts. However from a practical point of view, the situation is just like that of the past BBS which is relatively deserted. There is very little promotion of related reading on college websites, let alone the reading service links. It can be said that current reading and promotion work of university libraries still does not break through the limitations of individual departments of the library, and does not realize the expansion and promotion of cooperation with other departments in the university.

C. Lack of Personalized Promotion

Among the current functions of university libraries, most of them have positioned libraries to serve colleges, universities, research and management, and are an important part of the campus culture and social culture. This also puts higher requirements on the library function, which not only needs to provide rich information resources for college students and teachers, but also to provide quality services. With the improvement of reading requirements of modern college students and social groups, it is more necessary for libraries to pay attention to the reading services. At present, most university libraries have set up corresponding reading and promotion departments, and both the means and content of their promotion are more professional. While parts of university libraries are guaranteed by talents and funds which

lacks linkage and initiative, and the promotion is obviously insufficient. It also need to pay full attention to the personalization of promotion to know the characteristics of the new media era well so as to do a good job of reading and promotion and better meet the reading needs.

III. THE ROLE OF NEW MEDIA IN THE READING AND PROMOTION OF UNIVERSITY LIBRARIES

With the advent of new media, new media has become an important concentration for people to obtain information and publish information. The number of users is also increasing rapidly. New media is not only loved by the masses, but also by more and more people from other fields. In the new media era, university libraries are no longer the traditional places of collecting books for colleges and universities. The influence of new media on libraries is widely reflected in various aspects such as positioning, services and means. In order to reflect the status of the university's academic value, the library needs to combine the new media platform and the reader's specific needs for reading, to update the service level and to do a good job of reading and promoting the library.

A. *Strengthening the Interaction with Readers*

From the perspective of information, the core of information dissemination lies in the integration of individual information and knowledge and the development of information. New media is also seen as a way to create value through social communication through information technology. Weibo and WeChat as the representatives of new media, the new media has become a bridge between readers and university libraries and an indispensable platform for knowledge and information and reading promotion. In the new media environment, different readers have reading communication through new media, and also become the promoters of university library reading, thus expanding the depth of reading promotion.

B. *Enriching the Ways of Reading and Promotion*

The traditional college reading promotion mainly focuses on the library to carry out reading lectures, posters and propaganda in propaganda column. These traditional reading promotion ways are not only limited by time, but also bound by space. The emergence of new media not only integrates the library's text, audio, pictures and other resources, but also promotes reading and recommendation activities in combination with the hot issues that are common in the current society, and even by means of short videos. It not only enriches the promotion of university library reading, but also greatly enhances the depth of reading promotion.

C. *Strengthening the Effectiveness of Reading Promotion*

One of the characteristics of new media is to pay attention to the application of technology in information exchange. Therefore, in the new media environment, college libraries can understand the actual effect of reading promotion by paying attention to user information and clicks. By understanding the popularity of different promotion models, it provides direction for the improvement of library

reading and promotion work, and promotes the targeted promotion of university library reading promotion.

IV. THE SPECIFIC IDEAS AND MODELS OF UNIVERSITY LIBRARY READING PROMOTION UNDER THE NEW MEDIA ERA

A. *Application of Strengthening "Micro" Elements in Promotion*

In the new media era, the "micro" platform such as WeChat and Weibo, due to its efficiency in information dissemination and strong participation, has an important role in promoting the reading and promotion of university libraries. Colleges and universities can use "micro" from the following aspects.

Firstly, use the micro-platform to promote reading activities. Under the premise of traditional reading promotion, university libraries can use the micro-platform to carry out online publicity of reading activities, such as using the official microblog of the library to broadcast live reading activities in real time. Improve the breadth of reading promotion with the powerful information interactivity of "micro" elements.

Second, Book-information Push. University libraries can use the "micro-platform" to update the book information. For example, some popular books are pushed on the WeChat public account. If the reader is interested, they will borrow books or electronic versions from the library. And regularly count the number of books borrowing and browsing, and publish it through the micro-platform to further promote the depth of reading.

Thirdly, it refers to the interaction on micro-platforms. University libraries can take advantage of the powerful information exchange of micro-platforms and initiate relevant reading activities on the micro-platforms to form a broad discussion of reading, which not only helps to reduce the cost of reading promotion, but also improves the quality of reading promotion.

B. *Fragmentation Promotion Mode in New Media Era*

Fragmentation refers to intermittent, random behavior. Fragmented reading is not a phenomenon that occurs with the emergence of new media. The advantage of fragmented reading is that it allows the readers to enjoy the pleasure of reading while relaxing. That disadvantage is that reading so leisurely will bring lack of reading depth, and also consistency in reading. Therefore, with the popularity of new media technologies, fragment reading has become a trend. Therefore, the reading promotion of university libraries should take fragmentation into consideration. That mans to use the new media to promote reading fragmentarily, and to create a three-dimensional and extensive promotion of reading, to integrate reading into the specific life of the readers, so as to cultivate students' habit of frequently reading.

C. Enhancing the Personalization of Reading Promotion

With the development of fast reading nowadays, there still not too much personalized reading promotion, so college libraries should pay attention to the personalization of reading promotion. The subordinates can design the platform competition activities through the new media. the differences in reading promotion can be enhanced to avoid the emergence of assimilation on the basis of satisfying readers' reading needs, through the personalized columns such as micro video. In addition, library promotion staff should also pay attention to the personalization of promotional content, regularly update the content and implement manual consultation and response methods to enhance the professionalism of reading promotion.

V. CONCLUSION

Reading promotion in university libraries is an important part of strengthening campus construction, and it is also a way to reflect the value of university libraries. Especially in today's new media era, it is more important to pay attention to the integration between reading promotion and new media, and actively explore reading promotion. Of course, the promotion of reading is not only the responsibility of university libraries, but also the participation of universities and society.

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