

# Study on the Current Situation and Optimization of Thematic Reading Promotion in University Libraries

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**Abstract.** Thematic reading promotion is an important measure to promote reading for all and build a learning society. University libraries are important positions for promoting reading for the whole people. Thematic reading activities are one of the important contents of University libraries. They mainly focus on students, but they face many challenges. Subject reading activities in University Libraries expand dynamic reading promotion services, adopt convenient new technology applications, and promote students' all-round development. However, there are still many problems. It is necessary to further enrich the promotion forms, optimize the reading space, strengthen the promotion team building and promote the refinement of promotion services.

**Keywords:** Promotion of subject reading in University Libraries.

## 1. Introduction

Reading is not only an important way to acquire knowledge and enhance understanding, but also an important way to promote cultural transmission and realize the inheritance of civilization. The report of the Nineteenth National Congress of the Communist Party of China puts forward that "culture is the soul of a country and a nation." There will be no great rejuvenation of the Chinese nation without a high degree of cultural self-confidence and cultural prosperity. And creating a reading environment for all is just an important support to promote cultural prosperity and stimulate cultural innovation. In 2018, the Fifth Report on the Work of the Government refers to "reading for all", pointing out that it is necessary to "advocate reading for all and build a learning society". The Thirteenth Five-Year Plan for the Development of National Reading proposes to normalize and standardize the reading work of the whole people and jointly build a book-fragrant society. Promoting reading for all is a systematic project, which requires the joint efforts of the government and the society. It also requires the concepts, systems, mechanisms and personnel to work together in a multi-pronged manner. Among them, the university library is an important position to carry out the national reading promotion, and the theme reading activity is one of the important contents of the University Library work. It mainly focuses on the students at school as the core promotion object, which is of great significance but faces many challenges. Optimizing the promotion process of subject reading in University Libraries and improving its effectiveness are important issues that deserve our attention.

## 2. New Motivation of Subject Reading Promotion in University Libraries

Although subject reading is a traditional topic in the work of University libraries, under the new situation, the dynamic factors that promote this activity to continue are constantly strengthened and enriched, showing a different trend from the past.

### 2.1 Public Policy Promotion

An activity can not be carried out without the policy promotion of the Party and the state. China attaches great importance to national reading and incorporates it as a "national project" into its national development strategy. Party documents and government work reports have repeatedly emphasized the strategic significance of cultural prosperity and the importance of national reading, playing a positive role in stimulating and guiding. In June 2017, the Conference of Legal Affairs Office of the State Council deliberated and adopted the Draft Regulations on the Promotion of Reading by the Whole People in principle. Various provinces and municipalities have also issued

corresponding policies and measures. Under the background of speeding up the construction of a learning and innovative society, the reading activities of the whole people have been carried out in practice in an all-round way. Reading for all is implemented as an important social development strategy, which has a positive external effect on promoting Theme Reading in University libraries.

## **2.2 Guidance of Shared Economic Concept**

The development of social economy has laid a good foundation for the promotion of subject reading in University libraries. With the prosperity of the whole economy, the total collection of books and the investment of books in university libraries have been improved. But the contradiction between the demand for reading and the supply of books still exists. The emergence of the shared economic model provides us with new ideas to solve this problem. The concept of "sharing" should make idle resources "live", promote the rational allocation of resources, and create more social value. Some books in the library have a high rate of borrowing and circulation, and the number of books is always in short supply, which affects the students' borrowing and use. Inspired by the idea of sharing, students of different disciplines can share their idle books in thematic reading activities with the help of Library platform, which can not only improve the value of book resources, but also effectively promote cross-disciplinary exchanges and discussions. The new concept of shared economy helps to innovate the mode and mechanism of subject reading promotion in University libraries.

## **2.3 New Technology Application Driver**

The "third wave" of technological revolution has subverted the use pattern of traditional media. The extensive use of new media has caused revolutionary changes in reading environment and reading methods. Reading has become simple and easy, free from the constraints of time and space, making reading everywhere and anytime a daily situation of people's life. The development of new media has increased the way of promotion, strengthened the effect of promotion, expanded the area of promotion and expanded the form of promotion. The new media can disseminate the library's work dynamics for the first time, and the readers can get new information in time, which has changed the lagging limitation of the traditional library's information transmission and greatly improved the effectiveness of the promotion service. Libraries can target messages to specific users, pay close attention to the interest needs of the promotion objects at any time, and optimize the promotion effect. At the same time, the interaction of the new media enables readers to use the new media to feedback their ideas and opinions, set up thematic reading discussion groups, brainstorm ideas, promote the practical development of relevant thematic reading activities, and improve library services.

# **3. The Promotion Effect of Subject Reading in University Libraries**

Compared with other reading promotion activities, thematic reading promotion activities are more purposeful and targeted. They aim to arouse common attention to specific thematic content, promote the generation of co-reading effect, stimulate resonance and carry out in-depth discussions, and have strong appeal and cohesion. At present, under the background of national reading culture, government agencies, public libraries, University libraries, experts and scholars, media organizations and student groups have jointly helped promote the theme reading in University libraries, and achieved remarkable results.

## **3.1 Provides Dynamic Reading Promotion Services**

The traditional function of university libraries is to provide static reading resources and reading services, that is, to provide thematic collection resources for readers to borrow. Based on Sustainable thematic reading promotion activities, University Libraries gradually have the consciousness and mechanism of providing dynamic reading promotion services on the basis of providing static services. Many University Libraries regularly launch reading activities on different topics, design various forms of theme activities, and open up theme reading shelves. In determining the reading theme, university libraries take full account of the growth needs of students of different majors and grades,

and organize thematic reading activities such as entering university, communication art, mental health, classical literature and so on. [1] This enthusiasm for reading has increased all kinds of knowledge, and at the same time, it helps to shape the healthy personality of College students, improve their aesthetic quality and cultivate their creative thinking ability. In addition, many university libraries actively recommend bibliographies to students, actively push resources to readers, and provide multiple, three-dimensional and interactive reading services.

### **3.2 Absorbing Convenient New Technology Application**

New media reading style has won the favor of readers because of its accessibility of content, diversity of forms and convenience of operation. University libraries in China can grasp the pulse of the times, comply with the trend of digitalization, informatization and networking, and actively use new technologies to promote thematic reading services. For example, the library of Dalian Foreign Studies University, relying on the new media platform, recommends best-selling books, award-winning books and special collections, and links the collection information with the recommended contents, which arouses readers' attention to the promotion of digital resources. [2] Most university libraries have opened the functions of independently searching, borrowing and returning books, which saves students' time and avoids the waste of librarians' human resources; librarians use information technology platform to quickly and accurately count and collate books; many universities have opened the function of Wechat service, and students can check the situation of books borrowed by Wechat clients, thus getting rid of acceptance. Limitation of space location, opening and closing time of libraries. There are also university libraries that provide download links for books, and "sweep" to read the full text. These applications have played a good role in all aspects of thematic reading promotion activities.

### **3.3 Promoting the All-round Development of Students**

Firstly, thematic reading activities focus on promoting relevant thematic resources, which can help guide students to return to the state of deep reading, and combine with high-frequency fragmented reading point-to-point in the era of electronic, complementing each other. Deep reading and common reading around the theme create a discourse environment for thinking and discussion, and promote the improvement of students' professional learning and research ability. Secondly, the study of multiple subjects has fostered the humanistic feelings of science and engineering students, and improved their scientific literacy, complementary advantages and all-round development. Thirdly, reading activities involving psychological, communication and other topics can help college students solve their growing puzzles, alleviate psychological pressure and improve their self-awareness. For example, the library of Shanghai Normal University takes "reading therapy" as a means and takes "mental health of College students" as the theme to carry out reading promotion activities, making books a tool to improve the mental health of College students, and making reading a habit of self-improvement. [3] In addition, the organizational planning process of thematic reading helps to arouse the enthusiasm of college students to pay attention to public affairs and make them participate in school affairs after study. At the same time, in the interactive process of participation and feedback, some thematic activities not only inspire students to help stimulate the university library to plan and design related activities.

## **4. Problems in the Promotion of Subject Reading in University Libraries**

Under the active guidance of policy and the strong promotion of various subjects, the promotion of subject reading in university libraries has achieved initial results in technology updating, service improvement and effect improvement, but at the same time, there are still some unavoidable problems that need to be paid attention to.

#### **4.1 The Themes of Reading Promotion are Diverse, but the Form is Single.**

From the current practice of our country, university libraries have diversified reading promotion themes, including Festival theme reading activities to commemorate major historical events or propagate advanced cultural ideas, classical theme reading activities to promote excellent traditional culture, special theme reading activities to promote subject knowledge learning, and activities to improve students' comprehensive quality. Educational thematic reading activities, although the themes are varied, have relatively monotonous promotion forms and fewer characteristic activities. They are mostly focused on thematic series of lectures, thematic exhibitions, book reading and so on, lacking in novelty and attractiveness. At the same time, in some thematic activities, the lack of communication awareness, the library did not understand the real needs of College students, and college students also failed to understand the real purpose of the library, making the services provided not have adaptability, resulting in waste of resources.

#### **4.2 The Resources of Reading Promotion are not Abundant Enough.**

Although University Libraries in China currently have more collection resources, rich traditional paper documents and a perfect book search system, the promotion of Theme Reading still reveals the characteristics of "focusing on collection, neglecting utilization". The limitation of available resources has become a difficult problem for large-scale theme reading activities. At the same time, funding constraints make the introduction of electronic databases vary greatly among colleges and universities, and some local colleges and universities' electronic resources are difficult to meet the learning needs. This has a direct impact on the implementation of thematic reading activities.

#### **4.3 Reading Promotion Personnel's Ability is Limited and Their Motivation is Insufficient**

Subject reading promotion can not be separated from the active support and careful planning of professional library staff. The service concept, working method and working ability formed by librarians in long-term work practice directly affect the quality and effect of promotion activities. In practice, due to subjective and objective reasons, the overall level of specialization of librarians is not high enough, especially the uneven academic background of front-line librarians, coupled with the imperfect incentive mechanism, the problems of inadequate working ability and inadequate motivation coexist in thematic reading promotion activities.

#### **4.4 The Effect of Reading Promotion to Guide In-Depth Reading Needs to be Improved.**

Under the condition of new technology, information is huge and changing rapidly. College students' paper reading and deep reading are impacted. Shallow reading, follow-the-wind reading and fast reading become popular reading habits. Despite the increase in the themes involved, it only stays in the state of shallow taste, thinking time is greatly compressed, sensory enjoyment replaces in-depth thinking, and most of the time the reading experience only stays at the information level and fails to translate into knowledge and form a system. In this context, to some extent, the promotion of Library theme reading can guide college students to pay attention to system knowledge and promote system reading. However, it is difficult to achieve the goal of promoting in-depth reading only through concept guidance and propaganda and education without innovating the promotion forms and improving the attractiveness and connotation of the activities in combination with new technical means in thematic reading activities.

### **5. Strategies for Optimizing the Promotion of Subject Reading in University Libraries**

Under the new situation, the promotion of subject reading in university libraries not only ushered in new historical opportunities, but also faced with new dilemmas arising from the new environment. To optimize the promotion of subject reading in University libraries, strategies should be put forward around the main functions of enlarging reading audience, promoting reading frequency, improving reading quality and guiding deep thinking, including the construction of physical reading venues, the

construction of virtual reading platform, the improvement of the quality of reading content, and the enrichment and innovation of reading forms. These strategies can be promoted mainly from the following aspects.

### **5.1 Enriching the Promotion Forms of Thematic Reading**

In order to achieve good results, the content and form of thematic reading activities are very important. To enrich the form of thematic reading promotion, we can start from the following aspects: First, the combination of liveliness and seriousness. For example, through knowledge contests, speeches, essay solicitation and other forms, to carry out thematic activities in classical reading. Classic reading can not only acquire knowledge and inherit culture, but also improve oneself and enhance one's character. But classical reading is often too heavy and serious for students to stay away. Guiding classical reading with the help of new forms is conducive to improving students' enthusiasm and sense of participation. The second is the combination of specialty and general knowledge. Libraries should not only connect with the characteristics of disciplines and specialties of various departments, establish specialized subject columns with experts and scholars, guide students to improve their professional level of thinking and analyzing problems, but also carry out thematic reading and discussion in the light of social hot spots, absorb students from different professional backgrounds in the same subject, exchange needs, collide in many ways, and expand students' knowledge breadth. Third, the combination of independence and cooperation. Colleges and universities can create thematic reading projects that highlight the characteristics of their own schools in the light of their own history, school-running purposes, subject characteristics and teachers' construction. They can also cooperate with other libraries and public libraries to expand available resources, enhance professional interaction and interdisciplinary discussions. Fourth, the combination of originality and reference. Thematic reading promotion is the common action of the whole society. University libraries should not only strengthen innovation, explore suitable promotion forms according to the characteristics of subject and audience, but also use the successful experience of other subjects for reference. For example, the "Reader Leading Plan" launched by Xinhua News Agency establishes a reading ecosphere with the operation of community thinking, sets up different reading plates based on users' reading needs and experiences, effectively links up "users", "writers" and "readers", and further expands dissemination through interactive sharing of production content. [4] This can give great inspiration to the promotion of subject reading in University libraries. Libraries can implement reader-leading programs among teachers and students and set up diverse interactive reading themes.

### **5.2 Optimizing Thematic Reading Space**

Theme reading is inseparable from space construction. The subject reading space of university library should be the integration of entity space and virtual space of digital library. On the level of entity space, the construction of theme library and reading promotion activities complement each other. Theme library construction is a structural and spatial reform of traditional libraries and a carrier of reading promotion activities. Colleges and universities should establish thematic libraries with various forms and characteristics on the basis of existing main libraries, so as to create a new platform for reading promotion. On the one hand, we should base ourselves on the improvement of the theme library environment, such as quiet and elegant reading environment, suitable lighting, rest area, etc. to attract college students to read from the objective conditions; on the other hand, we must strengthen the purchase and introduction of paper books and electronic resources, and integrate and classify the dispersed resources, so as to form a long-term mechanism of Theme Reading Promotion Mode with the help of theme library. On the level of virtual space, we should strengthen the deep integration of network technology and theme reading. University libraries should actively utilize the advantages of network technology, effectively combine new media platform with theme reading promotion, build digital theme libraries, and establish a normalized promotion mechanism. University libraries can carry out various forms of online and offline thematic reading promotion activities, so that rich collection resources can be displayed through online thematic catalogues and offline thematic

bookshelves, awakening the dust-laden good books in the library. Through the platform of school broadcasting, library official website, Weixin, Weibo, school electronic scrolling screen and so on, comprehensively and comprehensively carry out reading promotion, strengthen college students' understanding of library resources and services, respond to college students' reading needs and attract more students to integrate into it. At the same time, we should build a network communication platform to realize the free communication between students and librarians, create conditions for the docking of supply and demand, and build a bridge for the ideological collision.

### **5.3 Strengthen Theme Reading Promotion Team Building**

University libraries should attach great importance to the construction of reading promotion teams in developing thematic reading activities. They can try to set up special reading promotion posts, organize thematic reading promotion work by professional personnel, and formulate thematic reading promotion programs on the basis of in-depth research on College Students' reading status and reading habits. In organizational implementation, promoters should timely assess the participation of College students, the implementation of the program and the effect of the activities, so as to accumulate experience for the follow-up theme setting and the optimization of the promotion program. Each university can set up thematic reading promotion organizations. In organizational construction, attention should be paid to the establishment of multiple participation mechanisms of librarians, subject heads and students, and relevant training should be strengthened so that thematic reading activities can not only promote students to increase their reading volume and broaden their reading area, but also truly improve their reading ability and quality.

### **5.4 Promoting Subject Reading Promotion Service Refinement**

Subject-based reading promotion activities in university libraries need to scientifically "take the pulse" of reader needs, and create fine services according to different needs. Firstly, different reading resources are provided for different grades, disciplines and majors. Subject-based reading promotion activities for junior undergraduates should focus on the cultivation of basic knowledge and professional knowledge, for senior undergraduates and postgraduates should focus on the promotion of literature information resources, and for different disciplines background, the promotion of literature resources should highlight the professionalism. Secondly, we should promote the individualization and fine customization of theme reading, and vigorously develop self-service for readers. With the help of new media platform, students can customize their favorite reading resources and services through library micro-mail, micro-blog and other ways. At the same time, university libraries should make full use of "big data" technology to dig in-depth the data about readers' reading time, reading characteristics and personality needs, and observe the reading preferences of students through analysis and integration, and then provide different thematic reading services, so as to make the library's reading resources organically integrate with readers' needs.

## **6. Conclusion**

Thematic reading promotion is an important measure to promote reading for all and build a learning society. This activity can improve self-accomplishment and enrich spiritual life for individual citizens, and promote cultural dissemination and inheritance of civilization for the whole nation. Under the new situation, the promotion of subject reading in university libraries is of far-reaching significance, and the opportunities and challenges it faces urgently require our attention to this issue. Under the electronic environment, how to guide college students to pursue the depth of deep reading in the tide of shallow reading, how to attract them to absorb the nutrition of "reading paper" in the atmosphere of "reading screen" prevailing, how to make new technology become the wings of thematic reading instead of the fetters, these are the new problems put forward by the times. We must face them positively and promote practice through theoretical exploration. Exhibition.

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