

# **The Current Situation and Countermeasures of Mass Reading in the New Media**

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**Abstract:** Reading is an important way for people to acquire knowledge. Through reading, people can promote the spread of culture and the inheritance of civilization. With the rapid development of science and technology, the constant innovation of information technology, the reading psychology of people and the way of reading are undergoing tremendous changes. New media is an important media for the public to read, it contains a huge amount of information, breaking the time and space constraints. As a paper library to obtain information resources library should promptly adjust the development of ideas, establish a new concept, and actively adopt coping strategies to meet the needs of the public reading.

## **1. The Characteristics of the Public New Media Reading**

In the new media era, although the nature of reading has not changed, the processes, forms and habits of the general public have undergone some changes. In the context of new media, mass reading gradually entered into an entertainment era, a reading age and a reading age. Massive information resources pose challenges to the mass readership of self-control, thinking and discrimination. The pace of modern life is accelerating. For an increasingly competitive environment, it is impossible for the general public to spend time devoted to reading. Willing to use the waiting car, car, eating time using the new carrier to read the network information, under the impact of popular culture, people are accustomed to reading entertaining easily relaxed funny books, because it can ease their tension, but also to meet the spirit. In the reading texts of the new media era, the general public is always interested in content that has visual impact. Although the text-based readings are more likely to prompt readers to rationally describe and analyze the content they read, Visual readings with pictures and videos can bring new visual enjoyment to readers, and can obtain information from them easily and intuitively so that readers can conduct more sensible thinking. Although this reading method is not conducive to improving the quality of the general public, it can make the readers relax and enjoy recreational entertainment. The mass media reading under the new media environment gradually reads newspapers, periodicals, books, readings to mobile phones, Internet reading and social circles Share reading and other changes. In which the social circle to share the basic reading mode has become the norm, the public share of social preference, derived from a large number of different types of reading text. As these texts are produced by the general public, they are more catered to the general public's psychology and are therefore highly recommended. In fact, although these reading texts represent a current trend of people's reading and satisfy people's reading needs, the aesthetic value and ideological value contained in such reading texts are also questionable.

## **2. The Disadvantages of the Public New Media Reading**

The purpose of mass reading is to develop the reader's ability to think in depth, you need to read deeply understand the real value of the text and knowledge, and use the soul to comprehend. However, new media reading often can easily obtain information without deep thinking. In the long run, it will be harmful and unproductive. It will unconsciously indulge the thinking inertia of the general public. Especially for young people reading groups, it is necessary to read as much as possible to read classic texts and theories Books, consciously develop their own correct reading habits. In the era of new media, the speed of information dissemination is gradually accelerating.

Due to the lack of corresponding supervision and examination in the online society, there are many unfavorable and illegitimate information in the online world, although the internet is rich in resources. We must attach importance to the management of bad information such as pornography, gambling, and poison so as to prevent the public from being infringed upon by vulgar culture and thus develop bad reading habits and even living habits. Public readers should focus on in-depth thinking, reading as much as possible to tap the meaning of information, improve the ability of information identification and screening capabilities, build a new media reading of the lofty spiritual realm.

### **3. The Role of Public Libraries in New Media Reading**

With the popularization of the Internet and the birth of new media, electronic Internet terminals such as computers and mobile phones gradually dominate the reading field. New media is more adaptable to the development characteristics of the times and the public reading trend, which has greatly affected the development of public libraries. Public libraries, as an important institution for the guidance of cultural transmission and reading, are facing the challenges shown before under the influence of mass media reading. As a public cultural service institution that provides documentary information resources for human society, public libraries should, by virtue of their rich collection resources and perfect document service capabilities, disseminate intelligence resources and scientific information to the public. We will carry out the popularization and publicity and education of excellent traditional culture for the general public and guide the general public's personal qualities such as culture, science and technology and morality. We will give full play to social and educational functions and assume more responsibilities and obligations in the inheritance and promotion of the fine traditional Chinese culture as a cultural gathering place, public libraries provide people with a comfortable reading environment and a strong cultural atmosphere of the reading and learning places, in this environment, more able to induce the reader's interest in learning and reading enthusiasm. In short, public libraries should adapt to the development needs of the new media era, change their service strategies and management concepts in the light of the reading characteristics of the public, and meet the needs of social knowledge for the goal of development so as to achieve the sustainable development of China's library industry.

### **4. The Development Strategy of Public Libraries in the Era of New Media**

Under the background of the new media era, due to the restriction of time, space, manpower, financial resources and material resources, the reading rate of public libraries is not satisfactory, the development of public libraries is in a bottleneck, and innovation and transformation are urgently needed. In view of the characteristics of current public reading, it is suggested that public libraries reform in the following aspects to realize the sustainable development of libraries:

With the continuous development of information technology, the application of internet in people's life is becoming more and more common. Various types of new media come into being. How to make use of this new platform of internet has become a common concern for public libraries to carry out service work. Libraries are entities, and networks are virtual. Under these circumstances, public libraries must integrate these two environments, move their physical libraries to the Internet through network technology, and maximize the library's rich collections Resources to use, read the habit of public readers in the era of new media, through the network to build a channel for the exchange of books and information, so that readers actively involved in the study together, exchange of information, timely feedback from readers, update the catalog and the number of books, There are resources for optimization and adjustment and refinement of classification. Using the advantages of Internet publicity, we recommend relevant readings by topic, genre, reading group and age of readers, and publish various types of reading lists to effectively guide the public to make reasonable reading choices.

For the general public, reading can not only acquire knowledge but also arouse interest and gain a passion for life. Public libraries must take full account of the challenges posed by the changes of

the times in order to be able to continue to perform their functions. With the rapid development of new media, people have an unprecedented capacity to acquire knowledge and information. However, as the elderly, children, low-income people, the disabled Due to various conditions, these disadvantaged groups can not fully enjoy the convenience of access to information and knowledge. Therefore, public libraries must adhere to commonweal and openness so as to ensure that all the public readers can enjoy various types of information resources. This is also the basis for the sustainable development of public libraries in the new media era. Specifically, the following measures can be taken: (1) Opening up a reading room for young people: Reading is an important means of promoting the progress of civilizations in the country. Therefore, the state calls for "universal reading," whereas young students are the main force in reading for all. All of them should be trained at an early age Young people's good reading habits, to strengthen the young students on traditional paper books reading habits and education, public libraries can be opened specifically for reading a reading room for young people, the layout and facilities should be in line with the characteristics of young people. The library can also carry out some storytelling competitions or reading competitions based on classic stories and classic names to guide children to read classic fairy tales so as to stimulate their enthusiasm for reading. (2) Establishing cooperative relations with primary and secondary schools: Libraries can also establish cooperative relations with primary and secondary schools to realize resource sharing, which can greatly improve the utilization rate of library collection documents and improve the utilization rate of libraries, at the same time enable young people Students consciously develop reading thinking, enlighten mentality from reading thinking, increase wisdom, broaden their horizons and lay a solid foundation for adolescents to achieve their desired future goals. (3) Strengthening the development and construction of resources with local characteristics: The core functions of public libraries not only provide the general public with reading content and reading environment, but also social functions such as special cultural features in the region, special collections of classical scriptures, etc.

In the new media era, librarians also need to change in a timely manner. The collection form and bibliographic retrieval technology under the new media environment are developing rapidly. Librarians should enhance their management and service capabilities. To book information selection, editing, refining, summed up to meet the needs of the public reading the information knowledge. For the general public to provide more sophisticated library information consulting services, so that the maximum library information resources for the public to meet the public's reading needs. Library librarians should also have the ability of flexible library information service so as to synchronize the change of forms, contents and scope of library information consultation and public reading needs. The library librarians should learn how to organize effective library data on the LAN and provide readers with commonly used retrieval methods and systems. Grasp the standard and technology of online book resource classification, organize the reading system according to the reading demand of the general public, make it convenient for the public to read and read, and lead the public to read with the information service capability.

## 5. Conclusion

The public reading style in the new media era embodies the features of openness, interaction and real-time, which is a challenge and an opportunity for public libraries. Libraries should also try their best to share library resources as much as possible by means of various ways and means, to facilitate readers' reading and information collection, and to facilitate the process of digital library construction. Readers read the way changed, but also requires the library diversification, network services. To serve the readers is the purpose of the library. Therefore, the library should grasp the readers' needs for reading in time so as to integrate and optimize the resources so that the library becomes a navigator for guiding the readers to read.

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