

# Empirical Study on Reading Promotion in University Libraries

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**Abstract.** An important strategy of socialist cultural construction is to carry out nationwide reading activity, which is a responsible task for university libraries. This paper aims to explore the work of book fair as one of aspects of the reading promotion activities in Colleges and universities. It also explores the different perspectives of selecting books for book fair, which includes how to enhance the students' professional quality, how to select books closely with professional school settings and how to construct students' good culture and humanism perspective. Finally it summarizes other universities' book fair experience, hoping to learn the rules of book fair, guide the future work and promote the reading work of library.

## Overview of Reading Promotion

The word "Reading Promotion" is derived from the English "Reading Promotion". There are also translators to translate it into "Reading Promotion". In 1995, UNESCO established the annual book and Copyright Day in April 23rd. In 1997, UNESCO launched the nationwide reading activity. The word "Reading Promotion" was widely used by UNESCO, Library of Congress, The national art foundation of the United States, the national art foundation of the United States, International Association of Library Associations and other organizations, Institutional website and work reports. In China, many scholars have given different definitions of reading promotion. In recent years, Professor Bing Si fan has published several articles on the theoretical research of reading promotion, and systematically answered questions such as "what is reading promotion", "why reading and popularizing" and "how to do reading promotion". Fan thinks, Reading promotion is a new and intrusive library service. The target population is all citizens. The focus is on the special crowd. The main feature is the activity and fragmentation. The main purpose is to make the people who do not love reading, to make the non reading people learn to read, and to make the difficult people cross the obstacles of reading. His thoughts initially set up a basic theoretical framework for reading promotion [1]. According to Professor Yu Liangzhi, "according to the experience of reading and promotion in the library community, it mainly refers to the promotion of book publicity or reader activities aimed at developing general reading habits or specific reading interests." In essence, it is the process of professional intervention of Library occupations on their users' reading behavior (or potential users' non reading behaviors)[2]. It can be seen that reading promotion is the behavior of cultivating readers' reading interest under the participation of Librarians' professional behavior. In the rapid development of information network, the cultivation of College Students' reading behavior and habits depends more on the guidance and assistance of professional libraries. The popularization of reading in universities has become one of the key work of the library.

## The Basic Idea of Carrying out the Activities of the Book Exhibition

The eighteen major Chinese Communist Party's "nationwide reading activities" has been listed as a strategy of cultural power. the whole people's reading legislation has been included in the national legislative work plan of 2013, [3]. As the most important and effective carrier and way to promote reading promotion, book exhibition is the most important and effective way to carry out reading promotion, and its role is not to be underestimated. [4]. Books are the leading role of book exhibition. What kind of books will fascinate readers? From this point of view, Before carrying out the book exhibition thousands of little rive gathering excellent book resources for the book

exhibition ,so that readers can learn new knowledge and master new skills in a quality reading, which is a problem that the librarians should think about.

### **The Basis of the Professional Setting of the School.**

The main functions of university libraries are not only to shoulder the responsibility of providing knowledge and information services for teaching, scientific research and learning, but also become the spiritual home of teachers and students. A great part of college life is related to Library's book reading and reading guidance has become an important part of university learning and life. Through book exhibition activities, we should guide students' reading activities. Combined with the school's professional setup and humanistic construction needs, we advocate the reading guidance activities of "deep reading", "professional reading" and "general reading". The construction of the library's literature resources should be based on the professional setting of the school. The structure of the library documents should be suitable for the professional construction, the literature types are complete and the levels are varied. Some specialized collection books are to be used for scientific research, especially the key disciplines of the school and the masters and doctorate specialties that are being declared. The library collection books should reach the level of research level [5]. In order to meet the needs of scientific research, books construction should try to collect all the works of representative significance in the relevant professional field, so that it occupies a considerable proportion in the whole collection system. When libraries do book exhibitions, they always strive to improve their professional learning ability through book exhibitions.

### **The Basis of Characteristics of Finance and Economics**

The target of business talent training is to cultivate the compound economic management talents who have economic professional knowledge and economic management ability, and can engage in financial and business activities in the future. It plays a key role in the training of "jingshiguo" business elite. If professional knowledge is taken as a vertical axis, cultural knowledge is a horizontal axis . Finance and economics colleges mainly aim at the development of service economy, and professional development covers finance, finance, business administration, international trade, accounting and other majors. Some disciplines have overlapping characteristics, such as bioengineering, food engineering, computer, machinery manufacturing and other science and engineering. When carrying out book exhibition activities, libraries not only consider providing students with professional books, but also consider providing students with books on economics and management. for the students. It is expected that the students can learn the knowledge of the economic management and lay a good foundation for the cultivation of complex and innovative management talents.

### **The Basis of the Students' Reading Interest.**

The selection of books is the basis of the book exhibition. In the selection of books, we also take into account the students' interest in reading. From the interests of the books, we choose the good books that students like to read, and show them, and share the good books to more readers who love reading. For example, the book exhibition of the award-winning books of the " Wenjin Book Award" of the National Library, the Chinese civilization etiquette book exhibition and the Chinese Library Association's Book Exhibition on "good books in good books" are all opened in consideration of students' interest in reading.

### **Jilin Business College Library 2016 Book Exhibition Case.**

**Small book Exhibition of Library Collection Resources.** Our school is an old school with a long history. The resources of the collection are very rich, but many valuable resources are buried in the collection. In order to make use of the readers, the library has been pushed to the readers from the

collection books from the collection books in 2016. For example, in March, the "Wen Jin Book Award" small book fair was introduced, and the content of the book exhibition was selected as the tenth "Wen Jin Book Award" and the recommended books, as well as the previous part of the award-winning books to be displayed. Under the advocacy of the National Library, the literary and Tianjin Books Award is a public welfare Book Award sponsored by the National Library, the readers, the experts and the media, which is organized around the construction of the learning society and the national reading. Once a year, 10 kinds of award-winning books are evaluated each time. The goal is to select the excellent books that the readers love, to cultivate the interest of the public reading, to guide the reading direction of the public appropriately, and to provide reference for the collection of books in the family and the library collection. For example, the library borrows the "4.23" world reading day, in combination with the actual situation in our hospital, to carry out a series of reading and promotion activities in a timely manner, to sponsor a college teacher to recommend a professional book exhibition, to invite famous professors of the college to recommend professional classics, mainly to recommend specialized books in key disciplines and 104 kinds of professional books.

**The Library and Bookstore Joint Book Fair.** Since 2016, Jilin industrial and Commercial College has held a joint book exhibition with major bookstores. It has been stationed in bookstores every year in May and October, and has held the two season book exhibition in spring and autumn. More than 1000 books are exhibited every time, which greatly facilitates the selection of books, books and books by teachers and students, which provides a basis for selecting books and buying books. Changing the library's unilaterally selecting books and buying books is a book selection and book purchase for teachers and students, which greatly satisfies the reading needs of teachers and students.

## **Thinking about the Activities of the Book Exhibition**

**Combination of New Media and Paper Books to Enhance Publicity and Promotion of Book Exhibition.** Internet plus the development of the network media change rapidly, new media, from the media, social media people change the way to obtain information and media [7], the university libraries have the use of traditional and new media on reading activities, documents, service and promotion. Among them, Jingshu rhyme series of micro book exhibitions, which is well done by Beijing Normal University library, is more representative. Beijing Normal University Library in 2014 by WeChat public platform launched "the rhyme book" series of micro book. In 2015, a new book, such as "I believe in the future of China," was introduced. The "Beijing teacher book rhyme" series micro book exhibition not only provided the micro content of the books in the WeChat platform, as well as the full text links of the related collections of electronic books, but also provided the library collection location and the book number information of the corresponding library books. The Enlightenment of the book exhibition of Beijing Normal University is that the early propaganda of the book exhibition is very important. It can stimulate readers' reading interest and raise the climax of reading. Only a wide range of publicity can allow more and more teachers and students to know and then participate actively. This is the key factor of the activities.

**The Application of Intelligent Technology to Carry out the Book Exhibition.** With the continuous development of intelligent technology, readers are more and more eager to acquire information and knowledge more intelligently, and use intelligent technology to carry out the book exhibition activities, which can better mobilize readers' reading enthusiasm and expand the reading position. Beijing Normal University takes the lead in introducing micro library facilities and systems into universities, and applies it to carry out thematic book exhibition services. In 2015, the Beijing Normal University Library of the 4 subject book exhibition was held with the mini library, which successfully realized the docking of the general library lending system, with more than 1000 books on display, and 1700 books were borrowed by more than 1000 readers throughout the year. The book exhibition attracts readers through centralized display to enhance the lending volume of books, in order to facilitate readers to borrow book exhibition books. It attracts the students' readers to stop and try and experience the new technology. The apocalypse we get is: the reader object of

the university library is the teacher and student, but the biggest reader group is the student, so the library should take the student as the main body, create two or more lectures as far as possible for the students every week. In the lecture, the books reading, book exhibition and other related contents should be organically combined, which not only opens up the entity book exhibition space, but also can be in the picture. The theme of the book exhibition is collected in the library resources column, forming the Online Thematic book exhibition.

**Establishing the Brand Consciousness of the Book Exhibition** The book exhibition activity of the university library is a regular work. In order to do well this activity, we should strive to create the brand of the book exhibition activities, and make the brand effect to promote the activities to be better and better. For example, the "special bookshelf" exhibition of the Tsinghua University library has been held for 14 periods, and the Beijing Normal University library "Jingshi book rhyme" has been launched for more than 40 periods, all of which have its own brand.

## Conclusion

Brand is the word of mouth, is the degree of people's psychological acceptance, the book exhibition as an activity, will be evaluated by the participants, good evaluation is to get good brand, we often accept the opinions and evaluation of participants, constantly listen to the opinions of teachers and students, make the book exhibition activities more and more wide, and the effect of the activity brand is getting better and better.

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