A Study on the Transformation of Reading Promotion Models of College Libraries under the Background of New Media

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Abstract: With the development of science and technology, mankind has entered into the new media era and the way of reading has undergone obvious changes. In the new media era, people's reading habits have witnessed great changes, which have a tremendous impact on the reading promotion of college libraries. As a basic service in library management and the link between book circulation and library construction, reading promotion service model plays a pivotal role. The reading promotion of college libraries should explore answers from a new perspective to conform to the development of the new era and provide students with better reading service. Therefore, it is necessary to focus on the innovation of reading promotion models of college libraries in the new media era. Based on the author's learning and practical experience, this paper first analyzed the impact of new media on reading, and then proposed the transformation strategies of library reading promotion model under the background of new media.

1. Introduction

Under the background of new media, the emerging information technology has been well developed and gradually applied in various fields, including colleges and universities. As an important part of the college, the construction and service of libraries has attracted much attention. With the help of information technology, such as cloud platform, WeChat and other simple and operable tools, libraries can be improved to offer better services. This will require relevant workers in colleges and universities to carry out deep exploration and understanding of library reading promotion, so as to enable the college libraries to play its own role better and to attract more young readers to participate in reading activities.

2. The Impact of New Media on Reading

2.1. Changes in readers' habit in the new media era

With the rapid development of new media, people's reading habits are quietly changing. As daring pioneers of the new media era, college students' reading habits have undergone great changes. The first is the digitization of reading. With the development of network technology and the advent of online education platforms, such as MOOC, the amount of information received by professional students in colleges and universities is growing geometrically and the reading range also becomes broader. Therefore, more diverse, timely and accurate information is needed. Second, college students are inclined to shallow reading in the new media. The traditional reading improves readers' ideology and accomplishment with the process of reading, thinking, re-reading and re-thinking. Compared with the traditional paper reading, the new media reading can provide readers a pleasure experience mainly through three-dimensional and massive information to the reader. This reading way lacks imagination and thinking space, so it is shallow. College students have their own basic interactive platforms, such as Weibo and WeChat. They use these platforms to customize the reading content according to their own individual needs, to exchange the information that they are interested in and to set up WeChat or QQ groups. Students can grasp their own reading direction and content.

2.2. The impact of new media on reading promotion

The rapid development of new media has a profound impact on the reading promotion of college libraries. First of all, the resources for reading promotion are greatly enriched. Information resources in the new media era are geometrically increasing. A variety of colorful videos, audios, pictures and other digital resources are all known as the library resources in colleges. Second, the reading promotion way is also gradually diversified. The Internet, WeChat, TV, mobile media and other new media platforms have all become channels for reading promotion of college libraries. Libraries can not only use the new media platform to promote reading programs and plans, but also can use them to introduce their books to students and exchange feelings with them. Finally, the number of readers has been increased. The various new media platforms distribute information resources in libraries through various communication forms to all kinds of people, which involves in more readers inside and outside school.

3. Transformation Strategies of Reading Promotion Model of College Libraries under the Background of New Media

3.1. To expand channels of reading promotion

The college library has many resources, which provides a good foundation for the exploration of various reading promotion channels. In addition to the previous various promotional forms, such as book exhibition and book reviews, college libraries can use emerging media technology as a new promotion type, such as Weibo and WeChat. In the meantime, it is possible for readers to make more friends when they share information to enhance the sharing activity. In addition, workers can make use of the chat group in WeChat to construct a students' interactive learning platform. In the long run, users with common interest can be encouraged to build discussion groups to share knowledge and resources, and workers can also guide discussion in the group. In addition, libraries can organize more various activities and adopt to multiple promotion forms simultaneously in reading promotion. For example, in the book review contest, libraries not only can promote it in printed media, but also can promote it through new media, such as Weibo and WeChat to publicize the progress, result and excellent articles in the activity on emerging media. Therefore, this activity will involve in writers and readers and other people, so that the activity will be known to all.

3.2. To perfect details of reading promotion services roundly

At this stage, many students read or watch audios, videos, documents, pictures and other content on smart phones and IPAD. Lots of resources are stored in the phone, which enables people to do fragmented reading regardless of the time and place. Now most people are accustomed to this reading way. After all, it is not realistic for people to bring books wherever they go. The library reading promotion service must take into the convenience account and optimize reading promotion services. At the present stage, many school libraries have electronic books and websites, which can be used as original resources to encourage students to read online. If conditions allowed, colleges can develop School App, so that students can use the iPad, mobile phones and computers to read the books online to increase the convenience of reading. They can read e-books anytime and anywhere with direct access to the school library page. With the addition of online services, after setting up and publicize the WeChat account and QR code, students can retrieve the library's WeChat account and send messages to the library if they need something. If a student or a teacher encounters incomprehensible knowledge, he or she can send a message to WeChat to obtain corresponding information when he or she wants to read the relevant information. After the library receives the inquiry, it quickly retrieves the message and immediately responds to it. Feedback can be presented by many forms, such as voices and short videos. WeChat can solve problems in various ways, so that the library can help students solve the problem better and meet their needs.

3.3. To develop targeted reading promotion activities

At present, forms of reading promotion activities in most colleges and universities are out of date

and lacks pertinence and innovation, such as Reading Day and evaluation of Nobel Prize for literature. These activities held in schools are just in form and lack pertinence and creativity. In this regard, it is a good choice for college libraries to create "Libraries and Readers" column online to cover the news of the library, including the purchase of new books and library activities mainly facing the whole school. The library also sets up reading promotion theme for a college or major. For example, the library can organize English essay competition and English translation competition. At the same time, the library can do a simple report on its operation to enable students to know activities of the library. For example, library can provide more information to allow students to have a more clear understanding of page views, reading volume and borrowing of various types of books, so that students will take the initiative to read the information of promotion activities. In addition, library can organize an activity about a specific book, which can be used for new books. When the school purchase a new printed book, the library can promote it in a printed form or document and establish"xx reading seminar". Students can participate in it directly on Weibo and WeChat to leave a message or discuss with others. They also can directly send an email or a written reading report to take part in it. Moreover, the library can also organize students to watch films to cultivate individual art accomplishment in an all-round way.

3.4. To enhance interactivity of reading promotion

China's society gradually faces the development of informationization and dataization, and people's requirements for information resources continue to increase. The new media reflect people's needs. However, there is a lack of interactive feedback between students and libraries during the reading promotion activities in college libraries. Therefore, the effect of reading promotion is not satisfactory. In the absence of understanding of students' needs, to promote the reading content blindly will push reading promotion into a more awkward situation. Therefore, it is very necessary to enhance the interactivity of reading promotion. The interaction between reading promotion of college libraries and students is critical, which can be driven online and offline simultaneously. Online interaction main includes establishment of public WeChat account, the official Weibo account and e-mail to publish information on the reading promotion. Students can leave a message on the public WeChat account to post their personal opinions, suggestions, experience and other feedback to the library. Students can also send their email to librarian. After understanding students' ideas, the library can provide targeted services and make responses, so that they can strengthen mutual exchange and interaction. Libraries can collect opinions and suggestions online to serve students better and benefit them. The promotion effect is better and conducive to the next activity.

4. Conclusions

In the new media era, college libraries should further improve and enhance the reading promotion models and broaden the new channels of reading promoting so that more students can understand the reading information in college libraries; they can improve the details of reading promotion services and provide more excellent reading services for students to increase students' interest in reading; to carry out targeted reading promotion activities will enable more students to participate in reading promotion activities; to continuously strengthen the interactivity in reading promotion will increase the interest of young college students in reading promoting models of college libraries.

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