Research on the Construction of Public Library's Cultural Service System under the Background of National Reading

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Abstract: Public library service is an important part of the public cultural service system, and it is the main form and content to realize the "two basic" goals of public cultural service-"to realize and protect citizens' basic cultural rights and interests and meet the basic cultural needs of the broad masses of people". A sound public cultural service system is of great significance for building a harmonious culture and a harmonious socialist society. As the main position of reading for the whole people, the library has become an indispensable support in the public cultural service system. As a public cultural place, public libraries provide reading services for readers. In order to provide better utilization services for readers and achieve the purpose of reading for the whole people, this paper is committed to solving the problem. This article summarizes its inspiration for social cooperation in other venues. Based on these analyses, the fourth part summarizes the content and main hierarchical framework of social cooperation in public libraries in China, such as strategic cooperation between public libraries and the government, cooperation with homogeneous cultural institutions, public welfare cooperation with social groups, and win-win cooperation with enterprises.

1. Introduction

Since the reform and opening up, with the continuous development of the socialist market economy, the vast majority of the people have shown increasingly strong spiritual and cultural needs after meeting their basic material needs. This undoubtedly injects new vitality into the development of China's cultural industry and puts forward higher requirements for China's public cultural services [1]. As a major strategic measure to achieve the strategic goal of building a moderately prosperous society in all respects, How to build a comprehensive social public cultural service system has attracted high attention from the Party and the central government, and has officially entered the level of national policy through government documents, leadership speeches, and other forms. Especially in today's prosperous development of digitization and informatization, computers, IPADs, mobile phones, and electronic reading devices are everywhere. On the basis of paper-based reading, there has been a coexistence of paper-based reading and digital reading. The rise of various software platforms such as WeChat, Weibo, blogs, and e-books has brought about significant changes in users' reading habits and methods [2]. Reading is the most basic cultural activity of human beings, and it is also the fundamental driving force for cultural inheritance and innovation. Many countries have regarded reading for all as a strategic task, and advocated and promoted it through government forces [3]. Strengthening the construction of public cultural service system is the top priority of China's public cultural construction, an important task of implementing Scientific Outlook on Development and building a well-off society in an all-round way, and an inherent requirement of developing and prospering advanced socialist culture and building a harmonious socialist society in an all-round way, which is of great significance to improving the ideological and moral level of the whole nation and even building a socialist modern country [4]. With the gradual reform of the cultural system and the operating mechanism of public utilities, people no longer emphasize the unilateral control, domination and intervention of the government in social life, but the cooperation between the government and society, the combination of top-down management and bottom-up participation, and the diversity of management subjects, that is, the "governance" model, and public libraries are gradually moving from "management" to

"governance" [5]. Social cooperation in public libraries will be involved in all aspects of practical work, but large-scale and systematic cooperation has not been well realized, and a healthy and orderly management mechanism for social cooperation in public libraries has not been formed [6]. While serving the society, it can also promote the rapid development of the library itself. Studying the strategies of public library in promoting the development of public cultural service system can not only promote the development of library's own business and improve its own functions, but also be the inherent requirement of the development of cultural undertakings in China at this stage. Give full play to the role of library's cultural service, meet the people's growing cultural needs, and promote the comprehensive construction of public cultural service system and the healthy development of a harmonious society [7]. This article attempts to use a combination of theory and practice to explore how to tap into the cultural power of university libraries that have been passed down through historical accumulation in the construction of a new public cultural service system that covers the entire society, and to play a greater and deeper role in spreading excellent culture to society, reshaping the new image of university libraries in the public cultural service system.

2. The Theoretical Origin of University Library and Public Cultural Service System

2.1. Overview of the Public Cultural Service System

First of all, public cultural service is an integral part of the government's public service system. Public service is the core concept of current public administration and government reform, which mainly includes the construction of public facilities, the development of science, education, culture and health, and the provision of service guarantee for public participation in social, political, economic and cultural activities [8]. It is divided into public services that provide pure public goods and public services that provide quasi-public goods. "Public cultural service" refers to public products and services jointly produced or provided by the public sector or quasi-public sector, aiming at meeting the basic cultural needs of members of society, aiming at improving the cultural quality and living standards of the whole public, providing the public with basic spiritual and cultural enjoyment and maintaining the cultural environment and conditions necessary for social survival and development [9]. Continuing to promote reading for all people and forming a good social atmosphere in the whole society will not only benefit the whole people themselves, but also create a strong cultural atmosphere for the society [10].

In addition, news media and online companies are powerful driving units for building a public cultural service system. The cooperation between public libraries and these units has a long history, such as book procurement involving cooperation with publishing houses or bookstores, digital resources involving cooperation with database suppliers, equipment application involving cooperation with technology and cultural companies, and so on, The construction of a public cultural service system calls for the active participation and support of the cultural industry. The establishment of the public library system provides a basic guarantee for citizens to obtain knowledge and information equally, improve their own quality and participate constructively in the process of social development, and thus promotes the continuous improvement and development of modern social democracy system.

In this sense, the popularization of the public library system, like the popularization of the compulsory education system, has the same goal in enlightening people's wisdom, safeguarding civil rights and improving people's livelihood, which is of inestimable significance to promoting the harmonious development of society and ensuring the effective operation of the social regime. It includes public education system, public education system, public cultural service system and social welfare system. The establishment of public service system is the basis of building public cultural service system. The public cultural service system includes public cultural policies and regulations, public cultural facilities and equipment, public cultural organizations and talents, and technical means and methods of public cultural services. The realization of these elements needs policy support within the framework of public service system.

2.2. The Public Cultural Service Function of Public Library

The business of a library is simply to collect literature information and provide reader services. The knowledge information stored in libraries has a social nature. The library's collection of information is comprehensive, storing the crystallization of human wisdom from ancient times to the present, and is the crystallization of the common wisdom of human society. Libraries are also institutions that organize readers to fully utilize human cultural heritage, thus their information service objects have a social nature. A comprehensive understanding of the nature of libraries plays a theoretical guiding role in carrying out library work from a practical perspective. As a social institution, libraries inherit and develop the crystallization of human wisdom. Through information exchange, it is of great significance for the utilization and innovation of knowledge and information. In the entire academic information exchange activity, the library plays a connecting role as an information hub. The academic nature of libraries is also reflected in the fact that library work itself is a scientific research task that involves preserving, processing, organizing, and utilizing knowledge and information. To do these tasks well, corresponding knowledge and skills are required, which also reflects the unique theories and methods of library work.

The construction of public cultural service system is put forward under this background. Only by establishing a public library service system with reasonable layout, perfect facilities, complete functions and convenient services in a region can the library's literature resources and knowledge services cover the whole population and meet the spiritual and cultural needs of people at different levels of society to the greatest extent, otherwise the universal and equal public cultural service system will be a castle in the air. Various types of public cultural institutions have different business focuses, but they share the same infrastructure and service targets. At present, the national cultural information resource sharing project, which is in full swing in various places, makes full use of multimedia and network technology achievements, opens up smooth cultural information dissemination channels and improves public cultural service infrastructure. Therefore, a perfect multi-level public cultural service system requires advanced and complete public cultural infrastructure, and public libraries have the responsibility and obligation to initiate and participate in the construction.

3. Construction of Cultural Service System of Public Library under the Background of National Reading

3.1. Strategies to Promote Reading Activities for All

When summarizing the greatest benefits of reading for humanity, the International Reading Society once stated in relevant reports that the level of reading ability is directly related to the future of a country and a nation. Improving the reading level and civilized quality of the entire population is a task that must be persisted for a long time and should be continuously promoted. Whether based on the role of reading or the improvement of reading proficiency, promoting universal reading should be seen as a national strategy. Therefore, we should consider reading as a festival as soon as possible and establish a national reading festival, so that the whole society can understand the importance and urgency of reading through the reading festival, and efficiently promote the continuous development of reading for all. Organize and systematize research in a series of relatively scattered reading areas, and systematically consider and arrange the construction of various public libraries. In addition, reading for all should be regarded as an important agenda of the country, and a series of financial subsidies should be made in terms of financial funds. In the context of public libraries in China, many people often habitually regard the government as the main body of public libraries, and even regard the government as the owner of public libraries. In fact, this is a misunderstanding. The original library service governance unit formed by this type is unitary and closed. For the main body of family construction, there is often a person who is in the core or leading position, and there is a strong cohesion within the group. As a powerful group, the family's position can be strongly recognized by social traditions.

If we say that the purpose of promoting compulsory education is to enable every citizen to have

basic literacy and reading abilities, the focus of the equal services, free services, undifferentiated services, or accessible services advocated by public libraries is to ensure equal reading rights for citizens, so that every citizen with literacy and reading abilities can equally enjoy the reading services of public libraries. It can provide decision-making reference consultation for government departments, management method consultation for enterprises, professional consultation for specific readers, and domestic and international research information status and tracking services for scientific research. The service-oriented nature of a library is indispensable in the public service system, providing guidance for the development and construction of the public service system. It can also play a consulting role according to its own characteristics and provide information consulting services for users. Focus on developing knowledge services, and on the basis of organizing and processing user information search, carry out knowledge innovation services to minimize the gap between literature information and reader needs, save readers' time and energy, and greatly improve the speed and ability of public knowledge updates.

3.2. Exploration on the Model of Participating in Public Cultural Service System in University Libraries

At present, informatization leads the development of the world. As an efficient and reliable system, information has replaced the traditional paper reading, and some electronic reading media have gradually emerged. At the same time, due to the popularity of smart phones, people's lives are greatly facilitated. People can shop, transfer money, remit money, etc. through mobile phones, and mobile phone reading has also become a popular trend. Some people who like reading will copy the electronic version of their reading to their mobile phones or download it directly from their mobile phones and read it online. In short, they can read it at will through their mobile phones. In the actual reading experience, the motive force of reading needs is divided into the following parts: meeting the needs of self-improvement, meeting the needs of achieving goals, meeting the expectations of others, meeting the needs of group convergence and other needs. The need for self-improvement is an internal behavior of self-improvement, and reading is driven by this demand, thus enhancing one's cultural heritage.
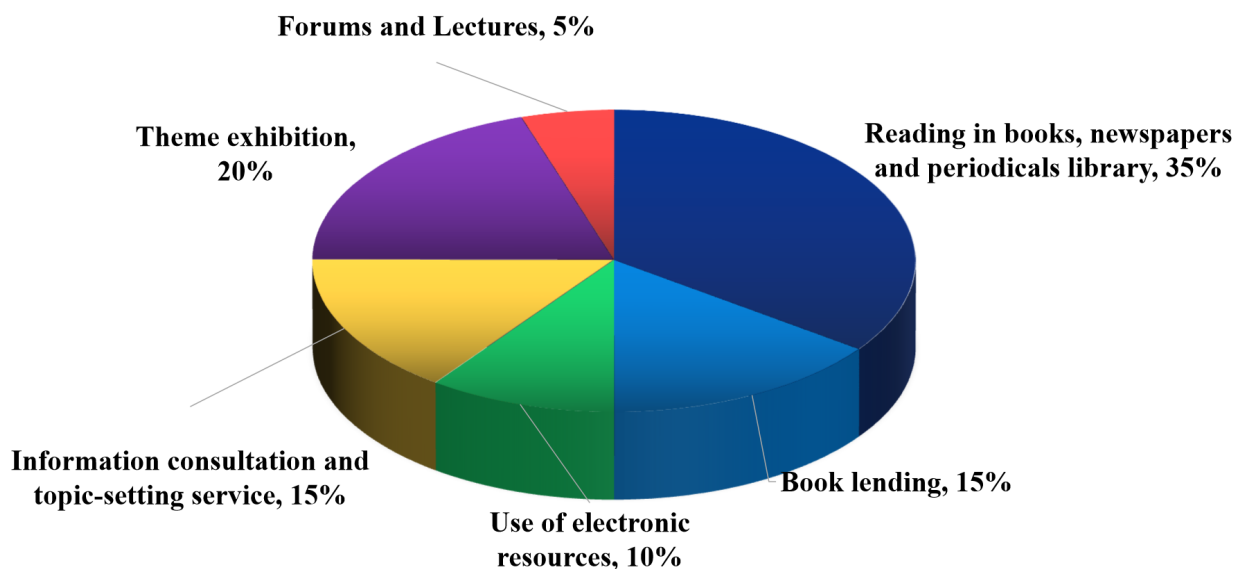

Figure 1 The respondents believe that their school library is suitable for providing cultural services to the public

In addition to several factors within the university library itself, the opposition from teachers and students on campus may also be a significant obstacle. If we ignore this resistance and adopt a "one size fits all" approach to opening up the university library to society, it may cause resentment or even opposition from readers on campus, making it impossible to achieve a beautiful vision. The resource utilization situation and the highest borrowing rate of literature categories are related

professional books, foreign language books, literary books, and various best-selling books, which are consistent with the current allocation of learning energy for college students during their school years. Due to the pressure of the CET-4 and CET-6 exams, foreign language learning occupies a large part of the time and energy of college students, and the borrowing rate has always been high; And various classic literary works and best-selling books are also favored by students of all grades. Most readers hold a neutral attitude towards the initiative of providing public cultural services to society by the university library, and the same is true for whether their own school library is open. However, among the remaining, there are slightly more opponents than supporters. Moreover, readers believe that the specific content of public services that their school library is suitable for providing to society is shown in Figure 1.

As can be seen from the data in the above figure, the items that may cause competition in library use, such as book reading and lending, have low scores, while electronic resources do not have the problem of competition in use, so students don't mind sharing them with the public. Other options that are not in conflict with students' interests, such as information consultation, theme exhibitions and special lectures, also get high scores, because students can also benefit from holding such activities.

As customers of database providers, public libraries not only build their own databases and their own rich collections, but also introduce more valuable professional databases to supplement their own collections, so as to meet the public information needs to the greatest extent, and also provide sufficient conditions for public libraries to do research. As shown in figure 2.
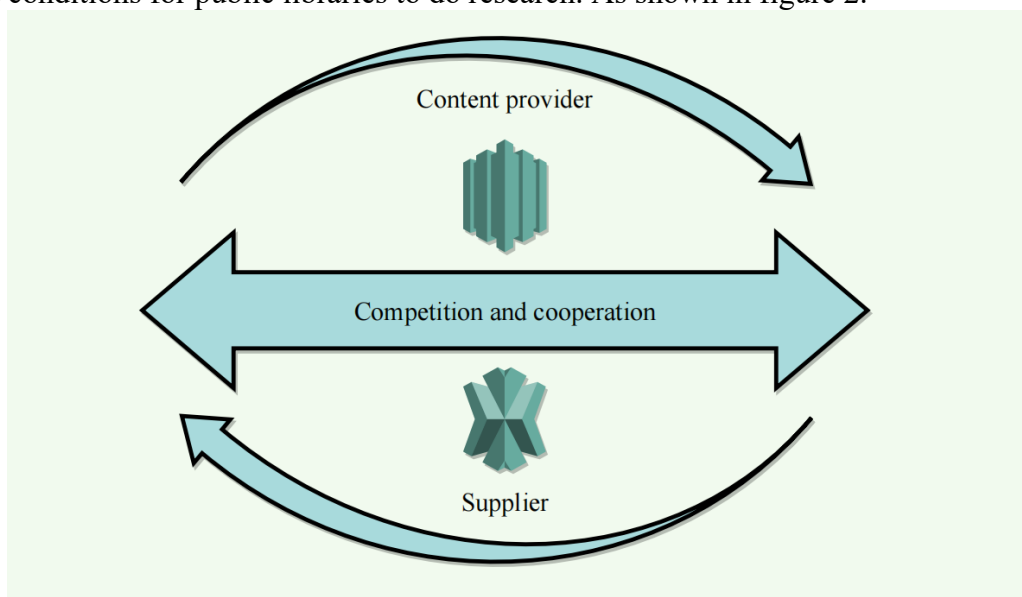

Figure 2 Cooperation Model between Public Libraries and Enterprises

Actively seeking and adjusting more favorable cooperation and co construction models, the construction plan of the CNKI public library regional resource sharing system fully conforms to the construction concept of public libraries, that is, the concept of information resource co construction and sharing. Public libraries at all levels jointly introduce public resources, build a knowledge integration and dissemination service and knowledge network service platform based on the "China Knowledge Resources General Database", and achieve fully open network services for public libraries to society, Thus, the overall level of literature protection and information service in various regions can be improved.

4. Conclusions

In today's open information age, as the backbone of the construction of public cultural service system, public libraries can't rest on their laurels. Active participation in social cooperation is the only way to maintain the healthy and favorable development of public libraries, and also to improve the construction of public cultural service system. Under the public cultural service system, the

cultural service function of public libraries is facing many challenges. Therefore, public libraries must build their own strength as the foundation, while advocating for high-quality services and providing regular services to readers, continuously innovate service concepts, take a series of measures to improve services, rely on public cultural service facilities, fully play the role of public cultural services in the library, extend public service functions, comprehensively improve the service level of public libraries, and let the services of public libraries more enter the public, To play an important role in building a public cultural service system. The implementation of universal reading is imperative and must continue. As a public library, it should also increase its own service system construction and actively provide an effective service platform for universal reading.

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