

Research on Reading Promotion of University Libraries in the Perspective of Weak Communication

Han Chunxia

Nantong Institute of Technology Library, Nantong, Jiangsu, 226002, China

email: 714693860@qq.com

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Abstract: Weak communication provides more information sources for reading promotion in university libraries, and also has an important impact on students' reading needs, and its reading habits have also changed. Under the weak communication, the university library should adapt to the development step, through the innovation reading service way, positively expands the reading area to, creates the Internet exchange platform, causes the reading promotion to be more interactive. It can also improve the reading promotion of university libraries from the perspective of weak communication by establishing relevant reading subject columns. This paper studies the significance of reading promotion in university libraries from the perspective of weak communication, and analyzes the problems in the process of promotion and the strategies to promote the promotion.

1. Introduction

In the environment of weak communication, the information mainly presents the characteristics of diversification and real-time. With the development of Internet technology, the new media has also realized the three-dimensional coverage in education, and has a variety of channels of information dissemination, so that the traditional way of information dissemination and reading has been hit.[1]. In the current environment, university libraries should follow the pace of the times to do a good job of reading promotion.

2. University Library Reading Promotion

2.1. Lack of Outreach Effectiveness

The main measure of library reading promotion is its effectiveness, which includes the efficiency and quality of book management, which is also the yardstick to determine the level of work. At present, some colleges and universities do not have a long-term promotion mechanism of book reading, and do not actively promote the awareness, so in reading promotion work, often only use the traditional promotion model, such as the use of special forms of activities to promote, its scope of influence has certain limitations, but also in a passive [2]. The current rise of new media has given libraries a wider channel for reading promotion, but most colleges and universities have not seized this opportunity to combine reading promotion with new media, which makes it difficult to play an active role in the promotion work.

2.2. Single Reading

The traditional reading style is still in the dominant position, and the reading of new media is very few, which is the result of reading promotion. At present, there is a common phenomenon in the work of reading promotion, which is to attach importance to the collection of books and despise the use of book resources. From the point of view of paper books, some colleges and universities have a large number of paper books and outstanding quality, with a complete book reading system, but a large number of books are often not used, resulting in waste of resources. From the point of view of electronic reading, many colleges and universities have built electronic libraries, but

because the reading platform is limited to computers, and mobile phone reading is still in a blank part.[3]. This is not conducive to the weak dissemination of book reading promotion, but also lack of interaction with students.

2.3. Lack of Openness in Reading

At present, the storage of e-books is very rich, the university library adopts a unified retrieval platform, and the use of the full-text database of online books can host the problem of the storage of books in university libraries. But some colleges and universities do not cooperate closely with these digital resources, some books use the form of links to search for resources, or just use the website as a tool for library notification, lack of readers to interact and participate in the function [4]. Fundamentally, this is due to the lack of a unified search system between platforms, lack of openness, which has caused a lot of inconvenience to the search and utilization of user resources, but also become an obstacle to the current environment of reading promotion work.



Figure 1 University libraries

2.4. Lack of New Media Development

E-books are the supplement of paper books. Compared with traditional paper books, e-books have great capacity, real-time performance and easy retrieval. Under the environment of weak communication, university libraries should meet the high-speed and high-efficiency characteristics of Internet information dissemination, so it is necessary to establish a system that only matches. But at present, many colleges and universities are still in the blank field in this respect, and do not develop the relevant system independently, which makes the Internet reading promotion has not been realized.

2.5. Reading Promotion is not Realistic

The basic function of university library is for teaching work and scientific research service, but at present many university libraries appear reading promotion is actually disjointed. Firstly, because there is no unified mechanism between book management and teaching and research, the feedback between them is blocked.

3. Changes of Students' Reading Style in the Perspective of Weak Communication

3.1. Readiness

All readers in the context of weak communication are different individuals and therefore have different needs. The traditional reading method is relatively single, students can only read through a single platform and way, and the reading can be chosen less, and reading through platforms such as mobile phones breaks the limitation of time and space in traditional reading, and readers can read anytime and anywhere at will. Under such conditions, the university library can satisfy the student's reading demand [5]. To create a rich reading platform to reform the traditional way of reading.

3.2. Fragmentation of Reading

With the acceleration of social rhythm, fragmented reading style has become the mainstream reading style. Because people's study life is busy, the time used for reading is far less than before. Therefore, the fragmentation of college students' reading has become a normal way. In the weak communication environment, information dissemination presents the characteristics of expanded capacity, convenient form and refined content. According to the survey, more than 50 percent of people read electronically. Electronic reading breaks the limitation of space and practice and meets the high demand of modern people for information. Students can access more information on the network. At the same time, reading time is also fragmented, students in the busy study difficult to have time to the library to read, that is, time to go to the library often read not their favorite reading content.

3.3. Reading Pathways

The traditional way of reading mainly adopts intensive reading, which requires a lot of energy and time to complete, and in the environment of weak communication, through Internet technology, it can bring readers a more comprehensive and comfortable reading experience. But it also needs to be seen that such a way of reading presents a superficial, traditional intensive reading content has been replaced by the present casual. This way of reading lacks deep thinking and flows on the surface.

3.4. Increased Reading Speed

If the speed of dissemination of information increases, the traditional mode of communication has been transformed into a better interactive new mode of communication, everyone can become creators and communicators, with strong communication characteristics. This interactive environment will give readers a good reading experience and make their reading requirements higher.

3.5. Personalization of Reading Content

Driven by the Internet, the reader's reading content has been enriched, and its reading aesthetic has become extremely picky, often with irritating content to attract more attention. Combined with the fragmentation of the way of reading, students are prone to produce aesthetic fatigue to the traditional books conveyed, so that the copper-shaped books gradually alienated. In this environment, students can read at the same time interactive communication, so that such reading content can be well promoted.

4. Reading Promotion Strategies of University Libraries under Weak Communication Environment

4.1. Active Promotion

In the weak communication environment, university libraries must strengthen the initiative of reading promotion, in order to better carry out the work of pushing books, we should pay attention to several aspects of the content. The first is to micro-sell the information of books, the traditional books can be used to develop the height, such as this digital book management, by publishing a variety of books to watch the list of loans, or out of the column of famous teachers to actively attract students to watch. Some colleges and universities have set up reading bar, provide students with wireless network and beverage services, and will improve the reading environment and open to the community. The second is to expand the functions of the library, turn its light reading function into reading consulting service function, develop more reading platforms, facilitate the library to promote books, at the same time, can establish a communication platform, so that students can communicate online, put forward suggestions and so on [6].



Figure 2 University libraries

4.2. Innovative Service Mode

The innovation service mode should pay attention to several aspects, the first is the innovation of reading mode. At present, university libraries need to strengthen the mobile reading under the premise of electronic reading, such as creating a library with mobile phone platform, and connecting and making up for the functions of traditional library and network library. We should actively cooperate with various platforms and use the advantages of new media to strengthen the promotion of book reading. We can also use big data technology to record readers' reading preferences statistically, so as to find the direction of promotion, so as to better meet the needs of readers.



Figure 3 University libraries

5. Summary

To sum up, weak communication provides more information sources for reading promotion in university libraries, and also has an important impact on students' reading needs. In this case, university libraries should adapt to the pace of development, through innovative reading service, actively expand reading promotion, expand library functions, build Internet communication platform, develop more reading platform, adapt to the characteristics of information dissemination in contemporary people's reading capacity expansion, convenient form and refined content, so that reading promotion work more remarkable effect, so as to meet the diverse reading needs.

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