

# Probe into the Reading Promotion of University Library in the All Media Era

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**Abstract:** The development of Internet technology has quietly approached the era of all-media, and brought great changes to people's life and learning. How to carry out the reading promotion activities of college libraries in the era of all-media has become a problem that library managers need to focus on. This article starts with the analysis of the reader's reading characteristics in the context of all media, and looks for specific reading promotion strategies in colleges and universities, hoping to promote better future development of the library.

**Keywords:** Reading Promotion; Reading Activities; The Era of All Media; Higher Education

Reading can enable people to effectively improve their own knowledge reserves, comprehension ability, learning ability and cultural literacy through the understanding of the content of the book while absorbing knowledge. As an important support for the country's vigorous development in the future, the orderly progress of reading promotion activities in college libraries can not only provide students with a channel to acquire knowledge, but also promote the comprehensive literacy of students in the process of stimulating their reading enthusiasm. purpose. Therefore, in the context of the all-media era, library managers need to keep up with the development wave of the times and improve and innovate reading promotion in order to mobilize students' enthusiasm in reading activities and promote better development of university libraries.

## 1. Reader reading characteristics in the context of all media

### 1.1 Compressibility

The rapid development of technology has made mobile devices more and more widely used. In addition to the prevalence of micro-reading thoughts, people with a tense life rhythm are often more accustomed to using micro-reading to obtain knowledge. This way of compressing the content of the article and extracting keywords can greatly improve people's reading efficiency and enable readers to quickly grasp the main purpose and content of the article in a short period of time. The micro-reading method is very compressive to the content of the article, so although it can quickly attract readers' attention, due to the popularity and conciseness of the content, it rarely has a deep research value, and it is also difficult for readers to summarize the text reading activities. The author analyzes the value sentiment presented by the author. Therefore, under this balance of advantages and disadvantages, the reader needs to choose according to the actual situation.

### 1.2 Entertainment

With the advent of the all-media era, people are gradually getting rid of the shackles of paper books when reading, and reading books through the use of electronic readers and mobile terminal devices. Therefore, many authors have gradually separated from the traditional way of publishing books, and have chosen to publish and serialize articles on the Internet platform, so that people can participate in reading at the speed of the author's update, which greatly improves the entertainment of reading. There are also a large number of examination materials. In order to facilitate the readers to carry and obtain at any time, they have appeared in pdf format, which has greatly improved the readers' learning efficiency and quality.

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### 1.3 Convenience

Advances in technology have made various mobile terminal devices an indispensable and important part of people's lives, so readers' reading forms have also been converted from traditional paper books to electronic reading. In addition, the overall publishing process of paper books is cumbersome and expensive. Although many book platforms often sell in the form of half-price promotions, many readers still believe that electronic books with a price of only a few yuan are more cost-effective. Therefore, under this situation, more and more books have appeared in the form of e-books.

## 2. Specific ways for colleges and universities to promote library reading under the all-media background

### 2.1 Expand the publicity channels in accordance with the needs of teachers and students

In the past, many college libraries conducted reading promotion work by posting posters and building publicity sheds. This not only has low propaganda efficiency, but it is also difficult to attract teachers and students to participate in reading activities. Therefore, under the all-media background, library managers can use technical means to master the reading needs of teachers and students, and actively expand the publicity channels, in order to ensure the smooth promotion of reading promotion in the process of mobilizing teachers and students to read passion .

On the one hand, library managers need to analyze the search records of the library website and the number of clicks on the public number platform to fully grasp the reading direction and interests of teachers and students at this stage, and then use Internet platforms such as the school's official Weibo Audio account, official website and WeChat public platform, etc., plan to design the reading promotion content, so that teachers and students can find the promotion plan that meets their reading needs, and generate enthusiasm to participate in reading activities.

On the other hand, librarians can invite students to enter the library for training and learning, and lead them to experience the work flow of book retrieval and book borrowing procedures. This not only helps to build a good image, but also enables students to experience the fun of reading in a fully cultural environment, and then participate in reading promotion with a more positive attitude.

### 2.2 Establish an electronic database to enrich collection resources

The era of all-media makes people have more access to knowledge. If library managers in colleges and universities still use outdated reading promotion methods, it will not only deviate from the requirements of the changing and developing era, but also seriously hinder the innovation and development of the library itself. Therefore, in order to ensure the smooth development of the reading promotion work, the library management personnel need to combine the actual reading needs of teachers and students, establish an electronic database belonging to the school, and enrich the collection resources in the form of electronic classic books and documents. This will not only help teachers and students get rid of the constraints of library space time, as long as there is a learning need, they can carry out reading activities, and the convenient reading form is also easier to arouse the readers' enthusiasm for reading, so as to achieve the purpose of orderly development of reading promotion activities.

## 3. Conclusion

The changing development of the times not only injects new vitality into college libraries, but also makes it face more severe challenges. This requires library management personnel to keep up with the development characteristics of the all-media era, improve the old reading promotion methods, and introduce the scientific and technological means to make reading promotion work orderly. This will not only enable teachers and students to actively participate in reading activities under the guidance of reading initiative, but also promote the smooth progress of all library work, and enable colleges and universities to develop better.

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