

Summary of Practice and Planning of Collection Resources Theme Promotion in University Library

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Abstract: The library is the place where knowledge and culture converge. The university library is the strongest supply station for teachers and students' teaching and scientific research. The rich and professional collection resources are the biggest confidence of the university library. Facing the vast "book" sea, what should we look for in the end? This is the function and significance of university library collection resources promotion. This paper will make a brief overview of the structure and composition of library collection resources, the function and significance of library collection resources promotion, and the practice cases of library collection resources theme promotion.

Keywords: University library collection resources; Theme promotion practice; Plan

Introduction

University library, as an important part of university, determines its special nature and function. University library is an academic institution serving for teaching and scientific research, with both educational and information functions. The rich collection of books educates students from the aspects of ideology and morality, professional quality and comprehensive ability, and professional literature resources provide the most cutting-edge information for the academic research of teachers and students. For these strong supports, the richness of the collection resources of university libraries far exceeds that of public libraries. To promote the collection resources of university libraries will benefit more people.

1. Structure and composition of university library collection resources

1.1 Paper book resources

In the second century, along with the widespread application of paper in our country, paper books also began to show the clue, changed bamboo and silk as the main text carrier history. In the early period, paper documents were mostly mounted on wheels or folded. Until the late Tang Dynasty, with the popularity of block printing, bows appeared, which was the earliest prototype of modern books.

At the beginning of the establishment of the library, there was only paper books as a resource structure. In the early period, the library resources were scarce, with a single type of books and a small number of books. With the increasing size of the audience, the situation of "short supply" often appeared. Early paper book resources of university libraries include: Archives, books, periodicals, newspapers, papers of the university, etc., in order to better meet the reading needs of teachers and students, many university libraries are frantically expanding collection resources after their establishment. Take the library of Halbin Engineering University as an example, the library had a collection of 27,000 volumes when it was founded, and by 1990, the library had a total collection of more than 300,000 volumes. Since the 1990s, the university has gradually completed the professional information and literature resources of key disciplines. By 2006, the university has a collection of 1,604,500 books and 2,431 kinds of newspapers. This period is also the period of the transformation of the structure of university collection resources, the era of electronic book resources has quietly arrived.

1.2 Electronic book resources

China's earliest electronic books were burned to CD and then sold on the market. China's largest digital book enterprise, Beijing

Chaoxing Digital Map Information Co., LTD., published books on CD as early as 1996. The development of electronic books in modern times has gone through three stages. The first stage is to obtain resources by logging in to the server where e-books are stored with authorization. The second stage: Tongmultiple mirror (text on one disk is completely copied to another disk) for downloading and reading, which is also the stage of the emergence of digital library; The third stage: through the integrated search website, to achieve retrieval reading.

The second stage of the development of electronic books is also the stage of the rapid development of the structure of university library collection. University library collection is the basic resources for academic research of university teachers and students. With the rapid development of modern information, teachers and students gradually rely on global information, electronic documents and so on in scientific research and learning. University libraries also adjust their funds and policies timely, and purchase a large number of electronic book resources. Including Chinese and foreign electronic books, Chinese and foreign electronic journals, electronic newspapers, Chinese and foreign electronic dissertations, Chinese and foreign databases, as well as auxiliary functions of audio, video and other electronic resources. Specific such as: SCI, Elsevier Chinese and foreign language database, CNKI journal database, VIP journal database, Wanfang Standard, full-text database of academic journals, excellent master and doctoral dissertation database, Super Star Digital Library, etc. In terms of content, the collection resources of university libraries are more inclined to the contents related to the university's key disciplines, which serve more academic and scientific research. It is no exaggeration to say that the quantity and quality of university library electronic book resources have had an impact on the sustainable development of the university.

Paper books and electronic books have their own characteristics and will coexist in the collection resources of university libraries for a long time. Electronic book resources are efficient and updated quickly, and paper book resources are convenient and easy to operate, and the audience is larger. The two cannot be replaced and complement each other. Only in this way can university library collection resources play a better role in promoting teaching and scientific research.

2. The function and significance of the promotion of university library collection resources

Through the above understanding, we know the importance of university library collection resources. Guo Moruo, the first president of the University of Science and Technology of China, once said: "Without a first-class library, there is no first-class university". First-class universities have established first-class university libraries for teachers and students. How to promote the use of library collection resources? It is a practical activity of great significance.

2.1 The effective promotion of university library collection resources can improve the comprehensive quality of students

The library has a wealth of reading resources, whether it is for your interests, or your major course problems, you can find answers in the collection resources. But in the face of huge resource information, especially large library, students are at a loss. Some students are affected by the examination, only focus on subject courses, reading resources are also limited to the relevant content of exams, experiments, papers, will ignore other book resources. In view of this situation, if we carry out a collection resources promotion activity with the theme of "Reading for all", we can stimulate students' interest in reading. When students understand the composition of collection resources in our library, they will read purposefully, develop reading habits, enrich knowledge and edify moral cultivation, so as to comprehensively improve students' comprehensive quality.

2.2 The effective promotion of university library collection resources can promote the inheritance and development of traditional culture

The Chinese nation is a cultural power. Our traditional culture has a long history. The accumulation of 5,000 years is a miracle in the world, and it needs to be passed on and developed from generation to generation. College students are the backbone of future social construction. In the fast-paced life with the rapid development of economy and information, it is easy to ignore our traditional culture. The particularity of university library determines that its collection resources are the most abundant traditional cultural resources, so local materials can become a good theme promotion activity. The "Campus Poetry Conference" and "Traditional Annual Custom Exhibition" are all promotion activities with traditional culture as the theme. The activities not only show the library's rich collection resources, but also publicize traditional culture, so that students can witness the elegance of traditional culture and consciously inherit and carry on.

2.3 The effective promotion of university library collection resources can create the university's own logo business cards

The stronger the comprehensive strength of colleges and universities, the higher the specifications of the university library, the greater the influence of teachers and students. Developing its own advantages and carrying out collection resources promotion activities with campus characteristic culture as the theme can improve the sense of belonging of campus teachers and students. Especially for the old famous schools, when you read the precious literature and materials of school history, you will spontaneously arise a sense of pride, which is of extraordinary significance for promoting the university's own brand and creating bright business cards of universities.

3. University library collection resources theme promotion practice cases

3.1 Case of the "Centennial of the Founding of the Party, eventful years" tour exhibition

2021 will be the 100th anniversary of the founding of the Communist Party of China, which has left too much valuable experience summary. The activity aims to review the arduous struggle of the Communist Party of China under the difficult years, the brilliant achievements of the centennial construction, cultivate teachers and students' patriotic feelings under the red revolution, and make full use of library collection resources to conduct humanistic literacy education in the new era. The touring exhibition should be held in different places, so that teachers and students can be personally involved in the exhibition and strengthen the educational effect of the exhibition.

3.2 Case of "Classic Recitation, Taste life in poems and Poems"

"Tang poetry, Song Ci, Yuan and Ming Qu" can be called the classic of traditional cultural classics. Classic reading, through The Times, with the ancients taste the poetry of life. Li Bai's wine, Du Fu's ambition unfulfilled, Su Shi's ups and downs in life, Li Qingzhao's graceful and gentle beauty, Ma Zhiyuan's small bridge water people, are handed down to the present treasure. Each reading, is the experience of the ancient God, each time the taste, there will be new harvest. In the library collection resources, there are a large number of poems and poems appreciation and interpretation. Through reading, students are guided to find the classics, so that the classics will be passed on forever.

4. Summary of planning and practice activities of collection resources theme promotion in university libraries

4.1 General principles of planning practice activities of collection resources theme promotion in university libraries

The general principles of planning practice activities of collection resources promotion in university libraries include target, feasibility and continuity. Objective means that the theme of promotion activities should be targeted. All themed promotion activities are based on collection resources and aim to promote and publicize collection resources. They should carry out targeted promotion activities through accurate research, clear demands of teachers and students. Feasibility refers to the feasibility of the process of promotion activities. University libraries have numerous functions. When carrying out promotion activities, the time, place and process of the activities should be coordinated in advance, and the activity process should not affect the normal work in the library to ensure the feasibility of the activities. Continuity refers to the impact of the promotion activities to have continuity, on the one hand, requires the whole promotion activities wonderful, can attract more people to participate in, and be affected by, to maintain the continuity of the activities. On the other hand, famous experts and teachers, star students with excellent performance among students, or student groups with scientific and technological achievements can be invited to serve as ambassadors for the promotion of the activities, so as to make the sustainable development of the promotion activities with their influence, so as to improve the publicity function of the promotion activities on the collection resources of university libraries.

4.2 Overview of university library collection resources theme promotion practice planning

This section takes the above university library collection resources theme promotion practice case as an example to briefly outline the basic framework of planning.

Case of the "Centenary of the Founding of the Party, eventful years" tour exhibition

1) The purpose of the activity

By showing the Party history part of the collection resources, the library can exert the patriotic education function of teachers and students.

2) Activity theme

To recall the past and the centenary of the Communist Party of China; Show the future, with knowledge as a sword to achieve a new era of the country.

3) Activity organization

Library, student working committee, campus related associations

4) Activity plan

The exhibition is divided into five days.

Day 1: Location: The Hall of the Library, held the photo exhibition “The Centennial of the Founding of the Party, the eventful Years”, set up the corresponding resource search link for each exhibition picture, including the detailed information of the library books, documents, electronic books and periodicals.

The second day: Place: the paper book hall of the library, set up special borrowing area of Party history books and documents, create an atmosphere of Party history reading, simplify the borrowing and returning procedures, and encourage special reading.

Day 3: Location: Campus theater, watch the “100 years of the Founding of the Party” excellent film show. After watching the movie, online and offline message boards will be set up for “the centenary of the Founding of the Party” to collect good wishes for the Party and the motherland.

Day 4: Venue: Multifunctional Conference Hall, “We should Strengthen Ourselves” keynote speech competition, selection of awards, awards and certificates.

Day 5: Location: Hall on the first floor of teaching building, questionnaire survey, survey content for the tour exhibition feedback, comments and suggestions on the use of collection resources.

Conclusion

In people’s eyes, the library is the symbol of knowledge and culture, and the university library has a long way to go on the road of teaching. With the high degree of integration of global knowledge and information, university library collections have received unusually rich resources. While thinking about the promotion and publicity of resources, university libraries should also attach importance to the construction of collection resources, attract teachers and students with the charm of knowledge to make full use of resources, their academic research, one day in the future, will become a part of the collection resources, take from you, use with you, this is the university library collection resources and university teachers and students the most romantic two-way.

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