

Analysis on the extended service of Rural Library under the revitalization of rural culture

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Abstract: the rural library is an important spiritual position to promote the revitalization of rural culture, and the extension of service is an important premise for the rural library to give full play to its role. However, from the perspective of the actual extension of the rural library, the understanding and attention of the service extension of the rural library are still insufficient. In this case, the concept, method and content of rural library service extension are not enough, which affects the effectiveness of Rural Library and subsequent development. In the process of the construction of the extended service of the rural library, we should explore the extension and expansion of the service content and methods from the aspects of concept transformation, precision service, digital construction and so on, so as to lay a certain foundation for the rural library to play its due role in the revitalization of rural culture.

Key words: rural library; Rural cultural revitalization; Extended services

Comprehensively deepening the rural library service is the inevitable requirement of the implementation of the Rural Revitalization Strategy. After the construction, the rural library must also “live”, innovate the service mode, open up service channels, and provide more diversified services for farmers. It is the main way to complete the rural culture revitalization from cultural self-examination to cultural self-confidence, and an important way to realize the modern value of rural culture. By the end of 2021, there were 580000 rural bookstores nationwide. Although the construction has achieved remarkable results and has a good construction foundation, the current rural library construction has stuck to the traditional position service mode, resulting in problems such as idle cultural resources, low service level, low participation of the masses and slow progress in digitization. Such a huge investment in rural library has not achieved relative expected policy performance, which has aroused widespread concern from all walks of life. Therefore, it is important and urgent to explore the extended service of Rural Library under the background of rural cultural revitalization.

1 The importance of extended service of Rural Library under the revitalization of rural culture

Under the background of rural culture revitalization, the construction of extended service of rural library is in line with the demand transformation of rural culture construction in the new era and the new trend of library development in the future. It is also an important way for rural culture revitalization and the development of rural library.

For the self-development of rural library, we should make full use of the favorable conditions such as today’s good development environment and policy support according to our own construction reality, and further explore more construction modes and development ways. First, perform the service duties of the rural library. In the era of increasing demand for the construction of national spiritual civilization, the extended service of rural library can meet the needs of rural cadres and the masses in terms of cultural self-cultivation and improvement of comprehensive quality, which is very useful for promoting the construction of rural civilization, actively cultivating and practicing the socialist core values.

Secondly, promote the layout of rural public cultural service system to be more complete. Rural library is located in rural areas, with a vast area and scattered service objects. Expand its services to maximize the cultural role of its construction, serve more rural people more effectively, meet their cultural needs in multiple dimensions, and make up for the lack of regional layout of rural public cultural services. Finally, to have long-term vitality, the rural library must innovate its service mode. Sticking to the traditional service mode is a negative working state, which fails to give full play to the due service efficiency, and is not conducive to the sustainable development of rural library. With the increasing planning guidance and capital investment for the new rural construction, the development of digital technology, and the diversified development trend of the actual needs of rural people, the rural library has ushered in a new development opportunity at this stage, and the extension service is the development direction of the opportunity.

2 Deficiencies in the extension service of rural library at the present stage under the revitalization of rural culture

2.1 Conceptual deficiencies

First, the concept is solidified. In the long-term process of the actual development of the rural library, the idea of rebuilding light management is very common. Most rural libraries simply maintain their existence, lack the concept of service extension, and are limited to the traditional basic services. At the same time, in the construction of co construction, sharing and capacity expansion services actively promoted by university libraries and public libraries in the same region, many rural bookstores hold the attitude of exclusion, and believe

that co construction and sharing with other libraries or cultural facilities are difficult, which will also increase the workload.

Second, some leaders of rural grassroots organizations do not pay enough attention to cultural construction. “The party is the leader of everything” is the fundamental principle that must be followed in rural cultural construction, and the grass-roots party organizations occupy the leading core position in rural cultural construction. Whether the grass-roots party organizations pay attention to cultural construction will directly affect the construction effect of the extended service of Rural Library and the promotion of the process of rural cultural revitalization.

Third, the subject consciousness of cultural construction in some rural areas is not strong. The main body of rural cultural construction is the rural masses. The key to rural cultural construction is to give full play to the main force of rural cadres and masses, follow the principle of “people-centered”, integrate production and labor into rural cultural construction, meet the cultural needs of rural people, and stimulate rural people to participate in the construction and application of rural library.

2.2 Deficiencies in service extension content

First, the limited cultural resources are not updated in time. Rural library is a rural cultural infrastructure with knowledge service as the core, and the richness and quality of rural cultural resources are directly linked to the development of local culture and economy, which also limits the expansion of rural library services. The collection of books, electronic library and other sources of rural library are single and have not been updated in time for a long time, which is difficult to attract rural cadres and the masses to read and idle, which is unfavorable to the resource allocation of extended services.

Second, the limited cultural resources are out of touch with the actual needs of rural cadres and the masses. The books and materials collected in some rural bookstores and the available electronic library books are very limited, and they fail to effectively meet the needs of local rural cadres and masses. The bookstore should clarify the reasonable focus of work, different construction focuses and differentiated service objects, and should be specific to different regions. For example, the allocation of mountain planting technology books in coastal areas, with a high degree of professionalism and no Agricultural Technology Commissioner to explain, is difficult to understand and impractical for rural cadres and masses with low local education.

2.3 Deficiencies in service extension methods

First, the service mode of rural library is not flexible. The vast majority of rural libraries have been adhering to the traditional position service mode. Rural library is one of the basic facilities of cultural services in administrative villages, which is managed by farmers themselves. In addition, the rural library is mostly built near the village committee and so on, so the villagers are inevitably uncomfortable in and out, and the opening time cannot be guaranteed. Therefore, it is obviously inappropriate to wait for readers in rural areas where there is no reading tradition.

The second is the lack of information service in rural library. With the rapid development of mobile Internet, artificial intelligence has become the core driving force of public cultural service innovation, promoting the innovative development of modern public cultural service theory and practice. Rural library is an important part of the modern public cultural service system, and rural people are the main service objects. However, the way in which contemporary farmers acquire knowledge has undergone fundamental changes. Mobile reading, short video, live broadcast, etc. are more in line with farmers’ habits of acquiring knowledge. Many rural bookstores recognize this situation and fail to follow up and make changes in time.

3 Strategies for improving the effect of extended service of Rural Library under the revitalization of rural culture

3.1 Change the traditional concept and provide active service

First, adhere to government leadership. The government should improve the ideological understanding and clarify the importance of Rural Library in consolidating the construction of grass-roots cultural front. At the same time, the rural library should also accept the supervision and management of the local government, and position its responsibility in the revitalization of rural culture. The government shall lead the construction of the extension service of the rural library, formulate relevant policies and systems, and supervise and support the development of the extension service of the local rural library.

Second, strict library management. By standardizing the internal management system, introducing management talents, publicizing the management situation, the Socialized Operation Mode of entrusted management can be adopted if conditions permit, the management team of village cadres, college student village officials and retirees can be established, and the training of extended services can be carried out to make the extended services of rural library more standardized, professional and transparent. At the same time, strengthen the sense of trust and belonging of rural cadres and the masses to the extended service of rural library.

Third, strengthen the awareness of active service. By improving the service performance appraisal system of rural library, rural library can make its service subject status clear. Strengthen the sense of responsibility of the staff through material or spiritual incentives,

and improve the willingness of active service. Select staff with excellent performance to accept professional extended service training in designated libraries or universities, award corresponding awards to advanced figures as encouragement, publicize the atmosphere of learning from advanced figures, and stimulate the sense of responsibility and honor.

3.2 Integrate various resources and optimize precise services

First, cultivate appropriate talents from within. The internal talent training of rural library has the advantages of low cost, fast integration and strong pertinence. Local public libraries are distributed in every district and county, providing convenient venues for the training of rural library staff in each district and county. Make full use of modern information technology resources, give full play to the advantages of online training, and make online and offline training complementary, so as to help most of the rural library staff from amateur to professional, so as to improve their ability in extended services.

Second, introduce talents from outside. Around the principle of “expanding the total amount, improving the quality and optimizing the structure”, various forms such as “visiting the door and targeted training” are adopted to attract talents. Due to the serious brain drain and insufficient reserves in rural areas, it is not enough to rely only on internal training, and talent introduction is very necessary. Establish a normalized system for the construction of rural library for all kinds of talents to serve the extended service, clarify the service life of all kinds of talents, and pay special attention to the use of retired cadres’ waste heat to participate in the work of improving the effect of the extended service of rural library, and carry out rural library construction activities at the grass-roots level through short-term work or part-time work.

Third, retain talents. We should improve the incentive mechanism for the practitioners of rural library. If you want to retain talents, you must solve the problem of salary and job development prospects that talents are most worried about. Therefore, we can improve the salary of the staff of the rural library, improve the performance appraisal system of the rural library, and establish a standardized management mechanism. To protect the rights and interests of the employees in the rural library in terms of wages, benefits, social security, etc., we should pay special attention to the employees who have been working in the marginal and difficult areas for a long time, and give them preferential policies in terms of assessment and evaluation, wages, professional titles, etc.

In terms of personalization, the original intention of the construction of rural library is to meet the reading needs of cadres and masses in rural areas, and the adaptability of service is an important aspect of extending the service effect. Improving the matching of books with the reading needs of local cadres and the masses can not only make the book resources not idle, but also make the cadres and the masses’ reading books internalized into “wisdom” and improve the level of cultural knowledge.

First, regularly investigate users’ needs. Through setting up online and offline suggestion boxes, regularly issuing questionnaires, and publishing the list of service activities of the rural library, we can investigate the needs of the rural library audience and adjust the activities as needed. For readers who use online services, the rural library digital platform can analyze the types of digital resource needs of the audience in the background. Therefore, we should be good at using big data media to analyze the needs and preferences of the audience in the rural library, and constantly increase the supply of information resources in the field of preferences to meet the audience’s “taste buds on the tip of the tongue”.

Second, focus on users’ browsing frequency. According to the data system of the extended service, pay attention to the browsing frequency of books and periodicals, electronic libraries, activities, etc., and understand the content and recommendation methods loved by rural cadres and the masses. Some content with low browsing frequency can be rectified accordingly.

Third, maintain communication with the audience. At ordinary times, the staff of the rural library can communicate with the rural cadres and masses more, understand their living conditions and cultural problems, and guide the cadres and masses to find appropriate extended services. Timely communication can solve many problems, understand each other’s situation, and establish a humane rural library.

3.3 Strengthen digital construction and improve extended service platform

First, improve the digital facilities of rural library. The construction of digital facilities is an important aspect of infrastructure construction. Strengthen the construction of standardized rural library facilities, and promote the transformation and upgrading of rural library to the digital direction through the method of Internet + rural library, so as to adapt to the development trend of Internet. At present, we should improve the digital facilities and software facilities to improve the extended service level of rural library.

Second, establish a long-term cooperation mechanism with universities or provincial libraries in the field of digitalization. In addition to the digitization of equipment and management, the digitization of content should also be extended to the service scope of rural library. The reason for choosing to strengthen the cooperation with universities or provincial libraries in the field of digitalization is that most provincial and local university libraries have rich collection resources. In addition to a large number of paper literature resources, there are also a large number of electronic literature books and other types of digital book resources, forming a collection system with the characteristics of the University.

Third, increase investment in the facilities of the library. In addition to digital equipment, the rural library should also increase investment in other facilities of the library to meet the use requirements of the audience to accept extended services, create a comfortable,

harmonious and harmonious use atmosphere, and meet the needs of rural cadres and the masses in improving the details. First of all, formulate spatial planning to meet the construction needs of extended services. For the spatial transformation of rural library, it is necessary to reasonably plan the functional area, accurately design the decoration, and effectively meet the functional requirements of rural library for extended services.

summary

With the increasingly obvious role of culture in the comprehensive national strength, the role of cultural construction in Rural Revitalization is more obvious, and the importance of rural cultural revitalization is more and more prominent. The revitalization of rural culture is not only an opportunity and test for the construction of rural culture, but also a key support for the implementation of the Rural Revitalization Strategy. The rural library is an important part of the public cultural service system. It is the most important way to protect people's basic cultural rights and interests and meet people's basic cultural needs. It plays an important role in the process of achieving cultural development and prosperity. The construction of rural library is large-scale and distributed in the vast majority of administrative villages in China. The extended service of rural library has effectively improved the weakening of rural public cultural space, provided deeper and more diverse cultural experience and learning for rural cadres, met people's beautiful needs for culture, and also served as a cultural communication bridge between rural and urban areas.

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