

# Reading Promotion Strategy in University Libraries Based on the Traditional Culture

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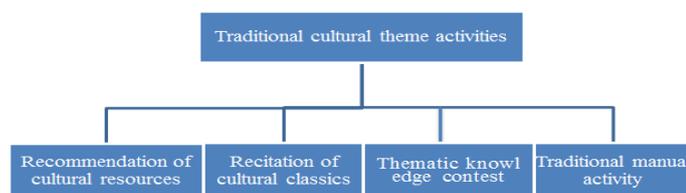
**Abstract:** The university library is the document information center of the school and an important part of the socialization and informatization of the school, therefore, the library reading promotion activity should pay attention to inherit and carry forward the Chinese outstanding traditional culture; This paper briefly introduces the four aspects of traditional cultural activities in the library: cultural resource recommendation, cultural classic reading, thematic knowledge contest and traditional manual activities; The university library statistics and analysis of traditional culture reading promotion activities, and should launch the combination of online and offline cultural promotion brand activities; The university library puts forward the reading promotion strategy of inheriting traditional culture, and should consider how to better promote reading from the aspects of environment, technology, talent and system.

## 1. Introduction

Culture is the blood of a nation and the spiritual home of the people. The Chinese traditional culture embodies the survival wisdom of the Chinese people and has always influenced the thinking and behavior of their descendants. Inheriting and carrying forward the Chinese traditional culture will enhance the confidence and pride of the Chinese people and nation. Since the 18th national congress of the communist party of China (CPC), President Xi Jinping has made a series of important discussions on "cultural confidence", saying that cultural confidence is fundamental, extensive and profound, and also deeper and more lasting. The 19th national congress of the communist party of China also stressed the importance of strengthening cultural confidence and promoting the prosperity of socialist culture. India librarian Ranganathan has suggested that the library is a living organism, so library should combine the mission and responsibility of The Times to promote traditional culture with library, continuously promote the inheritance and development of Chinese traditional culture, and hold a series of activities to inherit culture.

The university library innovates the new way of Chinese traditional culture inheritance, and presents the literature and information of traditional culture to the readers through activities or other means, which is bound to improve the cultural confidence of contemporary college students and promote the smooth development of college reading promotion.

## 2. The Theme Activities of Traditional Culture in University Library



**Figure 1** Traditional cultural theme activities.

### 2.1 Recommendation of Cultural Resources

One of the important contents of university library is to hold various cultural resource recommendation activities. The content of resource recommendation in reading promotion department is generally divided into online and offline activities, including author information recommendation, book recommendation, literature appreciation and resource link recommendation, etc. Through learning and resource sharing, teachers and student readers in universities can constantly experience Chinese traditional culture, understand the stories behind Chinese traditional culture and make Chinese traditional culture carry forward. Therefore, reading promotion department holding multi-theme and multi-form activities such as resource recommendation make the traditional cultural resources continuously explored and developed.

## **2.2 Recitation of Cultural Classics**

In the past two years, various TV stations have been raising poems, reciting poems and singing poems, leading the upsurge of learning poetry by the public. Therefore, university libraries can take poetry as the starting point to carry out a series of activities to popularize traditional culture. To meet the needs of the new environment, university libraries hold traditional cultural theme recitation competitions in the form of online and offline activities. Online activities are carried out for teachers and students to record poems selected by themselves with reading kiosks, readers can share friends or moments after submitting their works, the award results can be determined through online voting. Offline activities are carried out for poetry recitation competitions, students can choose their own poetry content or create poetry on their own. Combined with poetry recitation competition, it can deepen impression and understanding of poetry for students, promote readers to read interesting knowledge, and influence students and friends around them to read relevant information spontaneously and actively. The reading promotion activities of university library through poetry reading can improve the cultural taste and humanistic literacy of teachers and students, and then understand the history of Chinese culture, enrich cultural knowledge and constantly enhance the cultural self-confidence of the Chinese people.

## **2.3 Thematic Knowledge Contest**

In order to make college students understand traditional culture and cultivate their interest in reading, knowledge competitions and guessing the lantern riddles are held in libraries with different cultural themes. Online answering activities can be linked with electronic resource data merchants to organize targeted traditional cultural knowledge competition, specify the number of questions and the time of answering questions, and give rewards according to the scores, so as to encourage students to obtain knowledge and resources in multiple ways to prepare for answering questions. Offline lantern riddle guessing activities can be carried out in the library. Combining traditional cultural themes, different lantern riddles can be provided to enable students to understand the background of different cultures, the meaning of customs, etc., so that various traditional cultures can enter into students' hearts. Through answering questions on traditional culture, the library promotes students to understand traditional Chinese culture, enliven campus cultural life, stimulates students' interest in learning, expands the influence of the library and enriches students' extra-curricular knowledge, so that the library can truly become the second classroom for students.

## **2.4 Traditional Manual Activities**

In order to fully excavate the excellent cultural connotation of the tradition, guide people to recognize the tradition, respect the tradition, inherit the tradition, carry forward the tradition, the library holds activities of handmade works, such as making sachets on the Dragon Boat Festival, librarian can introduce the historical reason of the custom of "wearing sachet" in the process of making the Dragon Boat Festival. The library holds the activity of making mooncakes for Mid-Autumn festival. Students can experience making mooncakes and eating mooncakes to ease their feelings of thinking. The series of handcraft activities can make students actively participate in it, improve their imagination and creativity in a relaxed and happy atmosphere, deepen the publicity and promotion of traditional Chinese culture, cultivate students' interest in reading, and improve their cultural accomplishment.

### 3 An Analysis of Traditional Cultural Reading Promotion Activities in University Libraries

#### 3.1 Statistics on Traditional Cultural Activities

The university library pays attention to the reading promotion of the traditional culture, at the same time, it also innovates the activity form and content of the reading promotion. Taking Shenyang Aerospace University Library as an example, the reading promotion and reader activities department held dozens of traditional cultural reading promotion activities in 2019, including the promotion of cultural resources such as sharing good book, reading culture, double sound flowers, recommendation series of books, micro-sharing and other activities; Cultural classics reading activities such as "reading with friends, 70 years after the founding of the People's Republic of China" reading contest and so on; Thematic knowledge contest such as poetry competition, World Book and Copyright Day reading and answering activities, May 4th answering activities, freshmen entering the library knowledge competition, 70th anniversary answer questions, reading storm knowledge competition and other competitive activities; Traditional manual activities such as Dragon Boat Festival handmade activities, Mid-Autumn festival manual activities and other activities. In recent years, the library has innovated the forms and ways of activities, attracting teachers and students to participate in reading activities, and promoting the national self-confidence and pride of teachers and students.

#### 3.2 Analysis of the promotion of Traditional culture

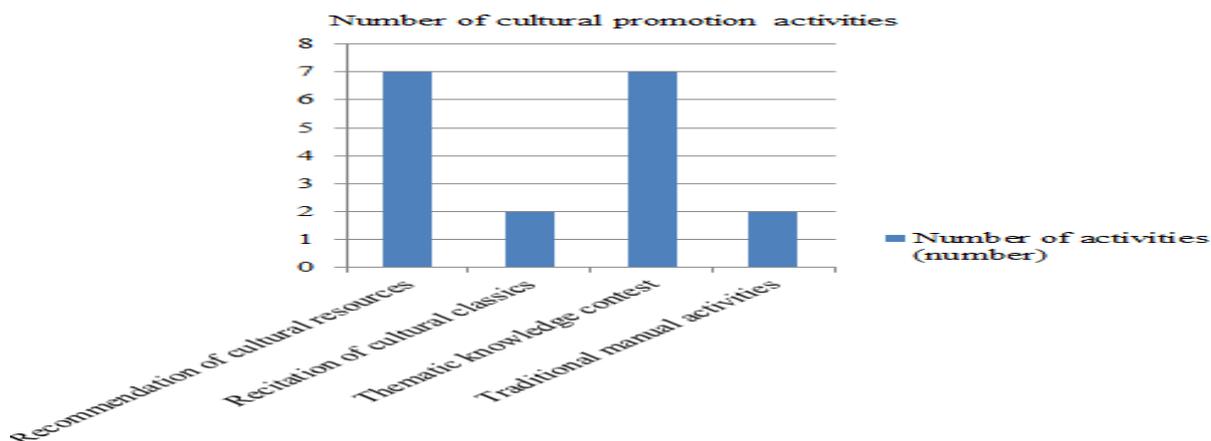


Figure 2 Number of cultural promotion activities

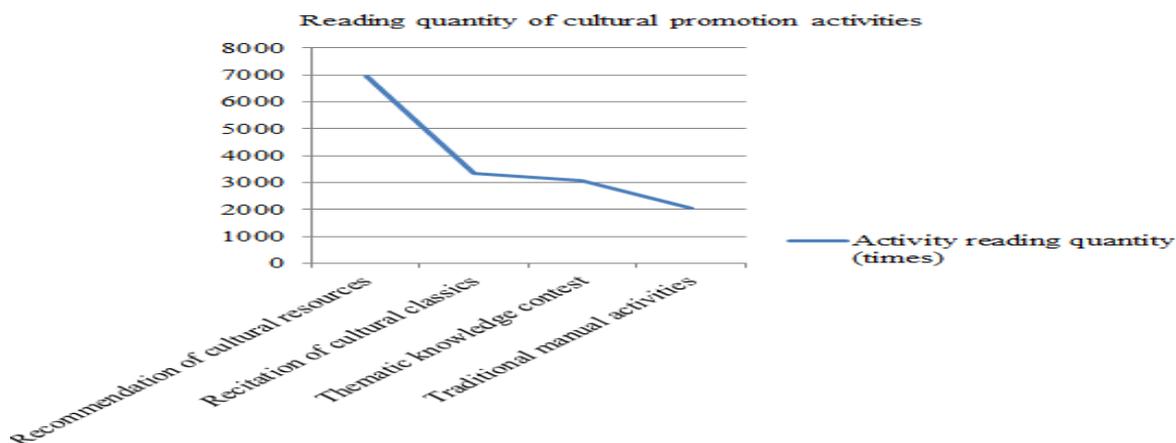


Figure 3 Reading volume of cultural promotion activities

It can be seen from the above figure that the traditional cultural promotion activities are divided into four themes: cultural resource recommendation, cultural classic reading, thematic knowledge contest and traditional manual activities, which basically cover the popular forms of activities in the library community. The total number of cultural promotions is 18(as shown in figure 2) in Shenyang Aerospace University Library, there are seven kinds of cultural resource recommendation and

thematic knowledge contest, and there are two kinds of cultural classics reading and traditional manual activities, which can show that online resource recommendation and knowledge contest activities are relatively simple, while online and offline cultural promotion activities held together to implement are relatively complex, generally will be refined and less quantity. Traditional cultural reading promotion activities on-line reading click (figure 3), the number of clicks on reading of cultural resource recommendation activities is the largest, which is related to the large number of cultural resources recommended activities, and most of them are online resource promotion, students prefer to learn and read from Internet. Combined with the number of activities to promote culture and reading clicks shows that university library should pay attention to the quality and quantity of reading promotion, constantly innovate the form of reading promotion, organize the online and offline multiple activity forms, arouse the enthusiasm of the readers to participate in activities, let the teachers and students fall in love with reading and knowledge, and then enhance the dissemination and influence of Chinese culture.

## **4 The Reading Promotion Strategy of Traditional Culture in University Library**

### **4.1 Create a Good Reading Environment**

University libraries advocate the service tenet of "readers first, service and education", and the implementation of library reading promotion activities is also inseparable from the needs of users, so it is increasingly important to create a good reading culture. Such as, in view of the traditional library cultural theme to build corresponding culture atmosphere, and promote themed cultural resources online and offline, layout of cultural venues, to carry out the recommendation type, the appreciation type, the experience type and other diversified, three-dimensional, personalized reading promotion activities, meet different professional background, different grade levels, the different reading enthusiasm reader group needs <sup>[1]</sup>, make traditional culture theme activities have the better effect.

### **4.2 Leverage Emerging Media Technologies**

To carry out cultural reading activities, university libraries should make full use of digital technology, develop and integrate digital cultural resources, and hold more online activities. WeChat is the most widely used and effective way of communication in university libraries. The library establishes a collection of traditional cultural works through WeChat Official Account to integrate the classic works, cultural theme works and other multi-form and multi-theme resources to attract the students' interest in reading. At the same time, it also provides student users with recommended information channels. In short, the use of multimedia technology to promote excellent traditional culture is an innovative measure of library reading promotion work, only through technology to carry out a wide range of culture, deep dissemination, strong interaction to protect Chinese traditional culture, promote the co-construction and sharing of traditional cultural resources.

### **4.3 Set up Reading Promoters**

College libraries cannot carry out reading promotion activities without reading promoters. 《the notice of the Chinese Library Society on carrying out the work of "reading for all" in 2017》 pointed out that libraries should strengthen the cultivation of reading promotion talents and improve the professional quality of reading promotion talents <sup>[2-3]</sup>. All kinds of reading promotion activities cannot be separated from excellent reading promoters, which are the boosters of reading activities. The dissemination of excellent culture needs reading promoters, On the one hand, the library should look for talents with extensive reading and rich experience to cultivate their working ability and ensure the high-quality operation of reading promotion activities. On the other hand, the library can also employ the school secretary or deputy secretary as reading promoters, which can promote the reading activities of the library, and also make the activities have a real effect, so that the reading promotion work can be carried out smoothly.

#### **4.4 Build the Brand Promotion System**

To spread excellent traditional culture and promote traditional culture well, library reading promotion activities need to form a certain brand effect. The early copywriting plan should be innovative and attractive, and use new media technology to promote. The process of activities needs cooperation between the library and various departments in the university to improve the participation experience of reading promotion activities, the reading promoter can improve the quality of reading activities, so that students can learn and improve knowledge. after the activities, the library should investigate and analyze the participation, the degree of love, satisfaction of students and so on, personalized analyze the real needs of college students, facilitate to form brand promotion system, ensure the long-term orderly development of reading promotion activities, at the same time, inherit the traditional culture and stimulate students' learning enthusiasm.

#### **5. Conclusion**

During the 18th CPC Central Political Bureau's collective study, President Xi Jinping said, to activate the vitality of Chinese excellent traditional culture in the spirit of times, to promote the vitality of Chinese excellent traditional culture, to promote the creative transformation and innovative development of Chinese excellent traditional culture, to Unify the inheritance and promotion of Chinese excellent traditional culture with the cultivation and practice of socialist core values. The university library should combine the spirit of the new era, make the long-term mechanism of reading promotion, carry out reading promotion from cultural themes, reading promoters, information technology and evaluation system and other aspects, stimulate contemporary college students' love and inheritance for traditional culture, and then enhance Chinese people's cultural confidence.

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