

The Main Role of Librarians in Reading Promotion Activities

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ABSTRACT

This study investigates the current status of reading promotion activities, analyzes the characteristics of the group of reading promoters, and compares the characteristics of the main body of reading promotion. And then this paper proposes the basic qualities that librarians, as the main force of reading promoters, should possess and the problems that need to be solved in the process of vigorously promoting and improving the quality of nationwide reading.

Keywords: Librarians, Reading promotion, Public quality, Capacity building.

1. INTRODUCTION

In 1972, UNESCO initiated the "Towards a Reading Society", and in 1995, April 23rd was designated as World Reading Day. Many countries around the world have launched nationwide reading promotion activities. In 1997, the Central Propaganda Department, the Ministry of Culture, and other organizations implemented the "Advocating Nationwide Reading and Building a Reading Society" initiative. Since then, the national level proposals and notices on carrying out reading activities for all have been continuously updated. The 18th National Congress of the Communist Party of China for the first time proposed "advocating nationwide reading", and the government work report has also shifted from "advocating nationwide reading" to "vigorously promoting nationwide reading". In his congratulatory letter to the first National Reading Conference, General Secretary Xi Jinping pointed out that "a strong atmosphere of loving reading, reading good books, and being good at reading should be formed." Over the past twenty years, a large number of themed and diverse forms of reading promotion work have been carried out, covering from the central government to party committees and governments at all levels, from publishing, media, libraries to various social forces.

There are a large number of reading promotion activities in China, and a large number of public

welfare reading promotion brands have also emerged. The brand evaluation activities for reading promotion in university libraries organized by various levels are also in full swing, and many university libraries have made significant progress in the branding operation of reading promotion. The implementation of these activities greatly meets the high-quality reading needs of readers. In the research on reading brands, it can be found that reading promoters play an important role in the entire activity and are an important human resource guarantee for the construction of "nationwide reading". And librarians are the most worthwhile part of the group of reading promoters to study.

2. READING PROMOTERS AND LIBRARIANS

The Chinese Library Society defined reading promoters as full-time or amateur personnel with certain qualifications who can provide reading guidance and enhance reader interest and reading ability in the "Reading Promoter" cultivation action in 2014. The cultivation targets include personnel from various levels and types of libraries, scientific research, teaching, production and other related enterprises and institutions, as well as other members of society who are interested in participating in reading promotion.

Librarians generally refer to library science experts, library science educators, librarians, and

library management personnel engaged in library research, education, and practical work. Both the academic and professionals in the library can become librarians.

Comparing the concepts and related situations of the two, it can be found that librarians have significant advantages in terms of feasibility and operability in serving as reading promoters in terms of work background, work location, work time, and work nature. Librarians should be the main group of reading promoters and contribute more to the nationwide reading activities.

3. QUALITIES THAT LIBRARIANS SHOULD POSSESS IN READING PROMOTION ACTIVITIES

In the survey of national reading promotion activities, it was found that the current organized reading promotion activities have various forms of presentation, including conventional reading promotion, such as reading essay solicitation, themed book exhibitions, new book recommendations, bookmarks, reading salons, reading clubs, real person libraries, as well as story meetings, writer lectures, performances, knowledge quizzes, classic recitation and other forms of activities. There are also various levels and types of themed activities based on time nodes, such as welcoming the new year, graduation season, founding day of the Communist Party, National Day, World Book Day and other main activities. There are also activities that combine social development trends, regional cultural characteristics, and different audience cultural needs, and are established through feasibility analysis. For example, the brand positioning of a bookish city is based on regional culture, and universities carry out these activities. The bookish campus has become a trend based on the school's characteristics.

The presentation of various exciting and diverse reading activities is inseparable from the promotion of the staff. According to statistics, the main personnel behind the scenes and in front of the stage are mostly librarians from public libraries and university libraries. Especially in current rapidly developing society, where new and old things are rapidly iterating, and there may be faster changes in the future, librarians may face increasing pressure and need to have the ability to self learn quickly and lifelong learning to improve their ability to face the challenges of intelligent reading promotion services.

3.1 Lifelong Learning and Rapid Growth Ability

In reading promotion activities, librarians not only need to have basic knowledge of library information and understand the connotation of reading promotion, but also need to proficiently master and apply emerging technologies such as the Internet of Things and big data. As technology updates rapidly, the previous library service and reading promotion models are gradually declining, and new models are emerging one after another.

3.2 Team Building Ability

The construction of the reading promotion team of librarians also needs to constantly innovate and keep up with the times, in order to adapt to the changes in the organizational structure and dissemination methods of modern society. The main body of team promotion has shifted from single to multiple, and overall communication and collaboration among subjects are important. The team is composed of personnel of different ages, specialties, and strengths, each with different knowledge structures, cultural literacy, and work skills. In different positions of reading promotion services, utilizing their strengths, they play their irreplaceable roles.

3.3 Comprehensive Service Ability

Not only do librarians need to have the ability to analyze information, predict information, mine data, and clean data, but they also need to be proficient in various fields such as library and information science, psychology, communication science, and marketing. This requires reading and promotion personnel to change their inherent thinking patterns, timely perceive and quickly adapt to new changes, have strong learning abilities for increasingly updated technologies, concepts, and models, actively engage in interdisciplinary professional learning, increase new knowledge reserves, and improve comprehensive professional literacy and service capabilities.

3.4 Precise Service Ability

Librarians should provide personalized and accurate reading promotion services for readers, relying on a precise grasp of the potential needs of readers and the integration and matching of relevant resources[1]. This is based on the application of big data information collection, analysis, and data

mining related technologies, which requires reading and promotion personnel to be proficient in big data management and mining technology, and have the ability to acquire, analyze, and restructure various information resources for intelligent development. Specifically, it manifests as being able to proficiently use various analysis software to process reader related data, fully utilize cloud computing platforms, search for matching resources, and carry out customized reading push for readers, thereby improving the quality of reading promotion services.

3.5 Innovative Reading Promotion Ability

In the digital era, readers have a high degree of acceptance of new things and prefer a reading mode with fully open, personalized and interactive mobile Internet platforms[2]. Library reading promotion personnel should change their inherent habits and traditional concepts in a timely manner, make full use of new media such as Tiktok, Weibo, WeChat, and Toutiao, break the space-time boundaries with readers with modern technology, enhance interaction and exchange, widely carry out innovative forms such as accurate reading resource push, reading method guidance, and new media content creation based on big data, and provide efficient reading promotion services.

4. THE PROBLEMS THAT LIBRARIANS SHOULD SOLVE IN READING PROMOTION ACTIVITIES

4.1 Clear Main Idea

At present, there are various forms of reading promotion, and sometimes there are activities that have to be organized to meet certain needs, which can be considered as an explanation of various aspects. There are problems with impure purposes and insignificant effects. The goal of normal reading promotion activities should be to cultivate the public's reading interest, reading habits, improve the quality, ability, and effectiveness of reading, and clarify the logical relationship between these five can better guide oneself and others. Cultivating reading skills is indeed the foundation, solving the problem of reading motivation. Only by becoming interested can one have the willingness to read for life and maintain reading interest. Reading habits solve persistent problems and are an important foundation for lifelong learning ability. With good reading habits, reading can be seen as a

way of life, like breathing, eating, and other needs that cannot be separated for a moment. Improving reading quality is a matter of content quality. Due to limited human energy, it is impossible to grasp the quality of content at once. Therefore, it is particularly important to choose good books and read them well. Librarians should be good at discovering good content that adapts to different stages and readers, and be able to promote it in a timely manner. Regarding the main problem-solving methods for reading ability, help readers find suitable methods to improve efficiency. The problem of input and output solved by reading effectiveness ultimately lies in improving the comprehensive quality of readers.

4.2 Clear Subject

Reading promotion should include questions such as who to promote, to whom to promote, what to promote, how to promote, and what results have achieved. Just like Lasswell's Five W Model Theory[3], who says what in which channel to whom with what effect. Reading promotion involves a wide range of aspects, strong flexibility, high degree of freedom, and large expandable space, and many forms can be included. However, it must be clear that no matter which level of organization organizes any form of activity, librarians are the main body of reading promotion, and their objects are readers with different needs. The promotion content is also based on theme analysis and screening of high-quality literature resources. Of course, reader needs must also be considered, and one cannot assume it for granted. For example, young readers may be more interested in new promotion media and facilities, which can resonate more, and thus attract a wider range of people to actively participate.

4.3 Standardized Activities

At present, local public libraries and university libraries have a high enthusiasm for promoting reading, but there are few regulatory normative documents. Due to the large target audience and complex personnel involved in promotional activities, unexpected events may occur in any event. There is less discussion on how to prevent, improve, and determine responsibilities when problems arise. The lack of regulatory documents can lead to unclear responsibilities, reluctance to take responsibility, and reluctance to act with confidence, thereby affecting the continuity of the activity, low quality, and low number of

participants. Librarians should take the lead in researching the relevant internal factors, regulate responsibilities and rights from a systemic perspective, and ensure that promoters have no worries.

4.4 Cultivating Talents

As the main body of reading promotion activities, the primary task of librarians should be to gradually diversify the main body of reading promotion. They should actively include various volunteers, counselors, course teachers, and well-known figures, study the characteristics of different groups, and maximize their effectiveness. In the process of organizing activities, it is to discover talents and cultivate talents, and allow them to evolve and iterate on their own. The second is that leaders should actively strive for policies and personnel to ensure that the age and ability of library staff are reasonable. The third is that the demand for personalized and intelligent promotion services is extremely urgent, and the comprehensive ability and literacy requirements for promoters are gradually increasing, so that the promoters can guide and supervise the empowerment and training of reading promoters to be more professional and systematic. For example, universities have a relatively stable population.

In the campus education environment, according to the setting of functional departments in colleges and universities, the training subjects can be divided into libraries, secondary colleges, and various departments. Led by librarians, the three parties leverage their respective strengths, perform their respective duties, cooperate with each other, and collaborate to cultivate, forming a joint force in the cultivation work, and promoting the improvement of the comprehensive literacy level of reading promoters. The fourth is to adopt flexible and diverse training methods. The development of multimedia and Internet technology provides new ideas for enabling training methods. Combined with the training content and course characteristics, various online and offline training methods can be used to make full use of modern training means such as multimedia equipment, network teaching resource platform, etc., break the restrictions of time and space, increase the flexibility of training methods, and enhance the learning experience and learning effect.

4.5 Appropriate Rewards and Punishments

Establishing an effective feedback and evaluation mechanism is of great significance. In the process of promoting reading, feedback and evaluation are the last step that cannot be ignored by librarians. Through feedback evaluation, the effectiveness of reading promotion activities can be tested, existing problems can be identified, and the direction for future activity rectification can be determined. The specific form can be based on clear requirements, using methods such as survey questionnaires and face-to-face interviews for offline evaluation, actively exploring scientific evaluation models. After the improvement of the evaluation feedback mechanism, the reward and punishment system should be flexibly formulated, with spiritual rewards as the main focus and material rewards as auxiliary, so that reading promoters can enhance their sense of gain and achievement in their work and have more motivation to carry out new activities.

4.6 Improving System

The first is to upgrade the management system. The mission of librarians as the main body of reading promotion is to promote universal reading in urban and rural areas. The geographical distribution is wide, and there are obvious differences between urban and rural areas, regional differences, etc. Especially, the situation of promoters varies. Some are dedicated to long-term reading promotion, while others are short-term. Even as librarians act as reading promoters, such situations exist. Therefore, a multi-level and flexible management system for promoters is particularly necessary. For example, some regions have established a system for upgrading reading promoters, which means that after engaging in a certain number of reading promotion activities within a certain period of time, they can be promoted to titles such as "Gold Medal Reading Promoter" through their own application and review by the management department. Promoters in different fields can also be awarded titles based on their personal situation. For example, the qualification management system for reading promoters, due to its target audience, promoters should receive specialized training and possess certain qualifications in selecting reading content and organizing activities. At the same time, it is more of a public welfare activity than a professional behavior similar to teaching. Therefore, a strict and uniform qualification verification

system is not suitable for reading promoters. How to establish a suitable qualification management system for reading promoters is also a key consideration. And there are also some problems with the training and certification system. Training and promoting personnel require funds, but paid training is obviously not suitable for reading and promoting personnel engaged in public welfare undertakings. Therefore, government investment, training, certification and other related supporting funds and policies should be timely introduced.

5. CONCLUSION

Reading is a cognitive process of human beings, through which people explore the future and create themselves; Reading is a universal cultural phenomenon, an important means for people to acquire knowledge, and it is the inheritance of knowledge, and the continuation of culture. Reading is also a part of life. From wooden books, bamboo books, silk books to paper books, humans not only absorb knowledge and inherit culture through reading, but also bring an immersive experience through reading, containing unique emotional experiences for humans. Faced with the rapid development of artificial intelligence, people may feel anxious because the knowledge may be mastered by AI in seconds. However, as librarians and reading promoters, their reading promotion is not only about spreading knowledge, but also about interaction and experience. And carbon-based life is always completed through experience.

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