



The University Library and Reading

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Abstract

Reading in the University is the guarantee for college students to achieve the academic, master professional skills and conduct topic research. The university library owns a compelling obligation for students' reading. The article demonstrates how the university uses its own strength to promote college students' reading, so as to turn the campus into "The Campus of Elegant Books" which is discussed from the following four aspects: (a) the choice of the university library collections; (b) the readers' requirement and promotion of reading activities; (c) the security for the new reading mode; (d) the creation of reading environment.

Key words: University library; Reading; Selection of library collections; Reading promotion; Reading environment

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INTRODUCTION

According to the fourth national reading survey issued by the Chinese Academy of Press and Publication, it is shown that the reading rate of Chinese natives is becoming lower for six consecutive years, and the young people whose age are between 18 and 19 account for 45.9% of the crowd who aren't accustomed to reading; that is to say, among the people in high schools or just out of high schools to enter colleges, there are a considerable number of young

people who are not accustomed to read (Hao & Chen, 2011). However, the reading during the university period is a guarantee for students to achieve the academy, master professional skills and conduct topic research. Some people say that a school without reading can never have a real education, while university library is in the center position as the campus culture, and has an incumbent responsibility upon the promotion of reading of college students, creates a "The Campus of Elegant Books". How to motivate college students into campus reading, the author thinks we can start from the following aspects.

1. SELECT THE COLLECTIONS OF THE UNIVERSITY LIBRARY

Collections are the foundation for readers to read. What kind of books does library collections should be for the reader? For this issue, the Chinese and foreign libraries have a different understanding. On March 21st 2013, Mr. Meng Qizhen in the "GM Daily" published an article named as "The library, please choose the best to collect". His point is the library should choose the books which are "cream of the crop, best for collection, so that readers can not only read, but also read the best". "The piece of paper with few words is good for thinking" is an important manifestation of the library standards and values (Hao & Chen, 2011). On March 22nd and 23rd, 2013 consecutive publish blogs, Mr. Cheng Huanwen unequivocally refute depending on "good books" and "bad books" as a standard for judging the value of thinking in the library collection selection problem. He said:

Everyone is good or bad, and there are no good or bad books; The libraries, such as the Capital Library, are shouldering the historical responsibility for preserving all the papers with words, all the pieces of paper with words, regardless of "right" or "wrong", "revolutionary" or "reactionary", "elegant" or "vulgar" and should be in the collection and preservation as far as possible (Chen, 2013).

Mr. Meng Qizhen mentioned some improper behavior of some domestic publishing industry to pursue the interests, and indeed should arouse the attention of the library. But I am more in favor of the view of Mr. Cheng Huanwen. Each librarian, has his own world view, values, life perspective. In different era, people's values are different; the librarians have no right to put their likes and dislikes, their own judgment upon readers. Whether abroad or domestic, any idea leading people to read eventually would be proved to destroy the culture.

What kind of books to read, "Good Book" or "Bad Book"? What is a good book? What is a bad book? No matter what our views used to judge, there is subjective judgment. As to the annual various books published domestically, it's impossible to buy the whole for the university libraries, but the choice is inevitable. As the famous French novelist Manguel said:

Our mistake perhaps is regarding the library as an important place for embracing everything. The library is inclusive, but also exclusion. It is the result of selection and so its scope is bound to be limited. Each option is discharged unselected things. what to read is always paralleling developing with what no to read (Manguel, 2012).

But one thing is sure; the university library museum collections are always for teachers' mentorship and research, also for student learning. The choice of books depends on his particular group of readers. Choosing professional courses on literature is according to the academy on the basis of professional majors, and regarding to the depth and breadth of the collection. Choosing non-professional courses in literature follows the principles "purchase readers' required, recommend readers' needs", and focuses on the exchange and communication of the reader and purchases what the readers need and like.

2. UNDERSTAND THE NEEDS OF READERS AND PROMOTION OF READING ACTIVITIES

2.1 Staff Individual Librarian and Know the Reader's Needs

The university library usually communicate with readers through the library home page, BBS, EMAIL, readers' guestbook, curator's mailbox, QQ, online consulting services and some other ways. But these communication ways are relatively passive; readers with ideas and needs might not be willing to take the initiative to communicate with the library.

At present, the American university library pays attention to the individual librarians much more. Such as: In 1996, the library of Yale University School of Medicine implemented an individual librarian, providing the necessary assistance for the freshmen to be familiar

with resources and services. In 2002, the library of University of Chicago implemented a librarian from the class monitors and aimed to introduce the library services and collections' situations for the new students (Lu, 2013).

In China, with the application of outsourcing of the University Library catalog business and utilizing the RFID technology and other modern means, a part of librarians free from the heavy business and provide human resources for achieving individual librarians. Reference to the practice of foreign universities, our university libraries can also staff their own librarian for the class and every department. The individual librarian uses "go and see" ways to walk into the colleges and dorms closely and takes the initiative to the reader for exchange face to face. On the one hand, it can understand and trace the readers' reading tendency, habits of learning behavior and hobbies. Towards to the change of readers' needs, it can also provide information support for equipment of collections of resources by establishing information model to analyze the readers' information. On the other hand, it can mentor the readers in different demand levels by the way the individual librarian recommends the excellent library books.

2.2 Embed the Books Recommending Activities Into Teaching

For teachers in the teaching process and students in the learning process of specialized courses, the reading of the relevant professional courses for development is always the focus. The university teachers' vision is broadens and they are familiar with the latest research progress in their own disciplines. The literature they recommend to students' reading can guide students into deep study and research in their subjects and reduce students' wasting reading time and effort. Librarians and teachers from various colleges, departments and ministries can unite together to provide the relevant professional literature lists whom must or should be read by students according to the recommendation by various professional teachers based on their majors, and the librarian is in charge of the search in the collections of these documents, marks the location and index of literature, distributes to the relevant professional students and teachers, and completes literature recommended activities for them. Collections of books which are not racked should be set up and put into shelves promptly by interviews.

2.3 Coordinate With Reading Enthusiasm of All the People, Launch Reading Activities Actively

Our Party and the country attach great importance to the people reading, and involve the people reading engineering into the national cultural strategy. In the national reading activities, the book-reading events in various forms and with affluent theme have been carried

out throughout the country. The university libraries can use their own advantages to carry out a variety of cultural activities on campus and promote the development of reading activities. The 23rd April per year is World Book-Reading Day and our country is wishing to honor 28th September as our Book-Reading Festival during which to carry out large-scale reading culture activities, including some reading competition, various lectures, quizzes, training seminars on utilization of digital database of collections, etc.. And invite booksellers to station on campus who are selling low discount books and provide favorable and convenient conditions for readers to read on campus.

In addition, you can also complete the purchase of some foreign language books during the Reading Festival. Foreign books no matter are original edition or photocopies, prices are relatively high. On the condition that the funds to purchase foreign books are limited, so the staff to purchase the textbook is very cautious to avoid no one shows any interest in the expensive purchased books. During the Reading Festival, the suppliers of foreign books go to the campus directly, and the readers can choose books conveniently. The library staff process timely so that foreign language books would be shown on the shelves in time for readers to borrow. To the books which are not on the purchasing live place while the readers need, the staff order directly from the booksellers who would complete the supply of foreign books at the fastest speed.

3. PROVIDE PROTECTION FOR THE NEW READING MODE

With the development of information technology and network technology, the use of computers, mobile phones, IPAD, readers and etc to read become the more mainstream way for college readers. They are favorite by campus students for their convenient, fast, and mass of information and chastic services. Therefore, the university libraries can take advantage of their digital resources, authority of information and reliable characteristics of extensive digital reading.

The digital reading depends on network implementation. The university libraries should strengthen the collaborative with the school on network construction and maintenance, purchase the appropriate digital resources database according to the readers, enable teachers to read at home and access to Internet anytime and everywhere in the offices. Facilitate students to scan the library's official website to get the information they required in the dormitory, the study room, or any corner of the campus.

Although in recent years, it has shown a downward trend in the rate of borrowing of university libraries

paper documents. Overall, the paper is still the best reading formalization to convey and transfer the elegant emotions and thoughts. Compared with digital reading, the paper reading has its advantages: Firstly, editor select and process carefully whose value could not be replaced, especially in the times with information explosion; secondly, with respect to the digital reading, the paper documents is appropriate for in-depth reading, taste of knowledge and agitation of thoughts; thirdly, the paper documents are simple and easy to carry, and to be demonstrated without network restrictions and other conditions. The university libraries should pay attention to the shallow reading mode in conjunction with the deep reading one at the same time when providing protection for shallow reading so that the two reading modes replenish each other and mix to develop (Hao & Chen, 2011).

4. CREATE A READING ENVIRONMENT

Spirit of place is the concept that is proposed by the famous Norwegian city architect Norbert Schulz (Christian Norberg-Schulz) in 1979.¹ Specific place could generate specific spirit of place. In people's minds, the library is a place where the knowledge and civilization could be stored, processed and disseminated. When the readers study in the library, the library environment brings readers the different feelings. Wangzengqi, the famous writer, was admitted to the University in Kunming in 1939. Before the new school term is beginning, he almost went to Green Lake Library daily. In his eyes, the library "looks like a Taoist temple", while readers look like monks." Libraries are also deemed as "White Tower" which means the source of civilization—Greek temple. In his mind, there were many snow-white and pure "white camellia" stocked in front of the library. Librarians and readers were practicing Taoism together" (Fan, 2010).

The concept of "Spirit of place" is not just an abstract concept, but should be able to be expressed by the figurative way.

Specific physical facilities of the library, learning environment, humanistic environment and other information can stimulate the reader's imagination at the same time, which can impact the readers, comfort the readers' body and soul, prompt them to devote themselves to learning and inspire their potentialities in order to improve their reading efficiency.

Therefore, the library can create the spirit of place by enhancing the buildings, facilities, environment and connotation of library services so as to make the readers like the library much more, and allow readers to combine the interior space with the people's living activities and

¹ <http://baike.baidu.com/view/2955100.htm#sub2955100>

significance, and make the hearts of readers flowing nourished by beautiful contents slowly.

CONCLUSION

For students, reading can expand their visions, increase their knowledge; develop their creativity and potentiality of progress. For the university campus, the reading can build the soul and life of campus, shaping the spirit and taste of the campus. The university library can take the functions of education and cultivate the worthy talents for societies only they can deal with the promotion of university library reading excellently.

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