Applying WeChat Platform to Collaboratively Promote College Students to Read Classics and Improve Their Humanistic and Cultural Literacy

SUN Yupeng[a],*

[a]Library of Jiangsu University of Science and Technology, Zhenjiang, China.
*Corresponding author.

Abstract

In 2011, the advent of WeChat has had a great influence on all areas. Our library is also actively exploring related WeChat-based services. This article will embed classics into WeChat platform, using rich literature resources from the library and applying WeChat as an information dissemination channel to realize the push of classic books, classic articles or fragments, quick search link of library literature, rapid dissemination of information on reading activities, so that reading can be achieved anywhere, anytime to promote college student to read classics, guide college students to love reading classics and thereby collaboratively improve college students' humanistic and cultural literacy.

Key words: WeChat; WeChat public platform; Library; Reading classics; Humanistic and cultural literacy

INTRODUCTION

Humanistic and cultural literacy refers to the research capacity and the level of knowledge of humanities (political science, economics, literature, art and history) and the human-centered spirit reflected in humanities. The soul of humanistic and cultural literacy is not knowledge and ability, but "humanistic spirit" that concerns people's living conditions and development space and respects human sensibility, dignity and emotion. The essence of "humanistic spirit" is a kind of "virtue", "values" and "philosophy of life" in the interaction with others. Humanistic education is an important part in the education of college students and an important part of the comprehensive literacy of college students. At present, the humanistic and cultural literacy of students in science and engineering colleges is not optimistic. Gao Jingping, Han Ying and other scholars use questionnaire surveys to investigate the status of the humanistic and cultural literacy of students in science and engineering colleges and the results show that students in science and engineering colleges generally focus on major knowledge and ignore humanities. Their knowledge structure is single and they lack social responsibility. Their value orientation tends to be utilitarian. Some college students have a poor ability to adapt. They are fragile and their moral standards are low with biased values. All these will affect their future live and work.

Francis Bacon one said: "Reading history makes men wise; reading poetry makes men thorough; mathematics makes men subtle; physics makes men deep; ethics makes men solemn; logic and rhetoric make men eloquent." Reading classic literature helps college students' personality cultivation and spiritual growth, promotes their full development and enhances their cultural heritage and critical thinking skills, and improves their humanistic and cultural literacy.

With the advent of 4G era of mobile phones, more and more people become "mobile phone overuse members". College students' reading habits have also changed. They tend to use the mobile phone to read fragmented text online. Such reading is often called light reading. Light reading is characterized by short content and the entertaining feature to meet college students' need of speed reading. The content on WeChat appears to be rich, but there are a lot of scripts, photographs and messages which in a certain extent reflect the impetuousness of

modern people and embody the emptiness and boredom of modern people. A lot of knowledge published on WeChat is also lack of authority.

How to embed classics into WeChat platform in the 4G era of cell phones, to make the reading of classics very handy anytime and anywhere, to guide college students to love reading classics and have reading as their indispensable habit in their life so as to collaboratively promote the humanistic and cultural literacy of college students through the push of classics and the communication between librarians and readers, has become the subject of our studies.

1. A BRIEF INTRODUCTION OF WECHAT AND ITS APPLICATION IN LIBRARIES

WeChat is an instant messaging tool and a combination of QQ and Fetion, with zero tariffs, cross-platform communication and real-time display input and other functions. It is one of the most popular ways of reading. Through this platform, individuals and businesses can create a WeChat public account to publish text, images, audios and videos. Currently, WeChat public platform supports PC mobile Internet login. Users can log in with their QQ number. They can use the phone number to register. After the registration, users can have their own WeChat account. They can use the way of finding public WeChat account to search the public WeChat account that they are interested in.

In 2011, the advent of WeChat has had a great influence on various fields. Libraries are also actively exploring related WeChat-based services. At present, public libraries such as the Library of Hubei Province, Xinjiang Library, Shanghai Library, Guangzhou Library, Tianjin TEDA Library, Shenzhen Library and Capital Library, and university libraries such as Tsinghua University Library, Peking University Library, Beijing Second Foreign Language Institute Library, Beijing University of Aeronautics and Astronautics Library, Library of Jilin University, Guangdong University of Foreign Studies Library, Kunming University Library have opened their own public WeChat account to provide services (Li, 2014). The application of WeChat platform to promote the reading of classic literature is an expanding service for the library to promote reading. The library has a lot of classic literature resources which are a strong guarantee to promote WeChat reading.

2. THE APPLICATION OF WECHAT SERVICE PLATFORM

Library classic literature reading WeChat platform finds readers for classic literature in libraries, finds classic literature for readers and increases the affinity of libraries and the awareness of resources and services. We should build the library classic literature reading platform into a spiritual home in university students' life.

2.1 The Choice of Service Model

WeChat public platform (https://mp.weixin.qq.com) offers three service models: service account, subscription account and business account. The service account and business account are mostly used for banks and enterprises. Subscribe account can send a group message every day. The library classics reading is more focused on the push of information resources and reading activities. It is not enough to send just one group message a day. Subscription accounts can send more information in each message, so it is more appropriate to choose subscribe account.

2.2 Feature Settings

Library WeChat service belongs to one of mobile library service models. For all the features in the functional design, it should comply with the features of mobile services. Library WeChat reading platform is functionally divided into the following modules: (a) reading classics module, (b) event announcement module, and (c) information retrieval module.

2.2.1 Reading Classics Module

Content Targeting: There is a "1 + X" model in WeChat content. "1" best embodies the core values of the public WeChat account and "X" represent the diversity of content to enhance the attractiveness of the content (Chen, 2014). The core values in reading classics should start from the readers' point of view. It is intended to guide readers to read classics, like the classic literature and improve college students' humanistic spirit through reading classics. In reading classics module, we should set the following sub-modules:

(a) Essay appreciation module: This module is the focus of the entire platform. Specialized librarians collect and sort out classic literature, and extract the most valuable and the most representative sections from classic literature to share with readers, allowing the readers to resonate from the heart after reading. It will make readers relaxed and get physical and mental nourishment. (b) Classic book introduction and book review module. The focus of this module is to describe books and evaluate books, guiding readers to find their favorite books and guiding readers to understand books. (c) Library new book recommendation and professional book recommendation module. The focus of this module is to recommend new key books on the library shelves and recommend some required books of different disciplines. These required book lists are obtained through the communication of librarians and the teachers of such disciplines. Teachers recommend books and then the library is responsible for the purchase of the books and put them on the shelf. According to changes in curriculum, the book lists should be constantly updated. (d) Popular book ranking module. (Popular book ranking can be the ranking of the library

and it can also come from Dangdang, Amazon and other online book ranking.) The push in such modules involves politics, history, literature, economics, art and other various fields. WeChat backstage maintenance personnel make plans, through the collection, sorting and processing of the relevant data of the library collections and the Internet, and push wonderful exacts coupled with images to readers to arouse sympathy in the readers' minds and get the joy of reading. For example, Lu Yao's *Ordinary World* was brought to TV screen in February this year and it was a big success. The vivid characters and classical languages in the work have touched the public. For a time, the library collections of this book were all borrowed and it was in short supply. The WeChat account "Small Stories of Great Wisdom" collected and sorted out the most attractive 20 sentences from the drama. The short sentences coupled with photos from the TV drama are thought-provoking. The 20 sentences have been widely reproduced in WecChat. This is the charm of classics as well as the charm of WeChat.

2.2.2 Event Announcement Module

The Party and the country have attached great importance to the national reading and the national reading project has been included in the national cultural strategy. In the national reading campaign, various forms of reading activities with rich themes have been carried out in the country. University libraries may use their own advantages to carry out a variety of campus cultural activities and promote reading activities. April 23 in each year is the World Reading Day. Our country is proposing September 28 at our National Reading Festival. During the Reading Festival, we can carry out large-scale reading culture festival, including some reading games, all kinds of presentations, quizzes, knowledge contests, borrowing books to win points activities, library digital collection database use training seminars, inviting booksellers to station on campus to sell books at discounts and other activities. These activities can be sent to users through WeChat to interact with users and promote such reading activities.

2.2.3 Information Retrieval Module

The designer should develop the connecting capability to Library Catalog OPAC system to support users retrieve library collected data through title, author, publisher or keywords. It is bound to student card to achieve the renewal function so as to provide convenience for readers to use the library.

3 PROBLEMS WE SHOULD PAY ATTENTION TO WHEN USING WECHAT TO PROMOTE THE READING OF CLASSICS

3.2.1 Push Frequency

Currently, most WeChat public accounts have the function to send a group message every day. Each user will follow several accounts. All the pushed information is generally too much to read. If too much information is pushed to users, it might disturb them and the worst consequence would be that users unfollow the account. Of course if there is too little information, it will affect the enthusiasm of users and they will find they cannot get things that they want from this account. Therefore, the weekly information push of the reading classics platform is preferably not more than four times.

3.2.2 The Form of Push

Users like light reading. They not only focus on the compelling content, but also pay more attention on the beautiful form of the content. Therefore, the push of classic literature should pay attention to the presentation of the content. On the one hand, librarians should collect, sort out and classify library resources to form some 100 to 200-word articles. On the other hand, they should collect or create pretty images to go with the article. The article sent to users is in the form of graphs and text. This can seize the users' heart.

3.2.3 The Maintenance of Users

One of the most exclusive highlights in the functions of WeChat is its friend circle. Through WeChat, users can add unlimited number of friends. Users can post their own photos in personal albums, share articles that their friends posted and share their own feelings. The friend circle allows users to know how many people are following them. Friend circle also allows users to check what friends say or comment on the content they posted. Friend circle allows users to make more friends. Through communication and share, users can be more understanding of the minds, status and outlook of life of their friends.

Library WeChat service provides information and resource services as users' friend; therefore after the library creates its own WeChat public account, it should do some propaganda work. It should publish the library WeChat public account in the campus, carry out various activities to promote its public WeChat account and establish various prizes. For example, give boxed tissue or pens or other small gifts to accounts which follow the library WeChat public account; give participation gifts to users who participate in the activity; encourage users to scan QR code and give them gift coupons. It can also use logging in to win points to increase the awareness of the library WeChat public account so as to accumulate a large number of users.

The maintenance of library WeChat public account needs to have interaction over the time. If not, it cannot really do a good job of pushing classic reading. In the interaction, communication is the soul. Through communication, library will get to know the needs of readers, feel the user experience, provide users with reference and consultation service, and create a warm

communication platform. The librarian can recommend and comment on books he or she has read, recommend books he or she wants to read, like the books others recommend, frequently leave comments for users, interact with users, enhance their feelings, and lay a solid foundation for the development of potential users.

3.3 To Provide Guarantee for New Reading Models

Mobile phone reading is dependent on the implementation of the Internet. University libraries should assist the university to strengthen the construction and maintenance of campus network to enable teacher readers can access the Internet at home and at work anytime, anywhere and facilitate student readers to access the official website of the library and read the information they need in the dormitory, study rooms and in any corner of the campus.

Background maintenance is the technical support of the library WeChat and also a lasting process. Various original APPs can be transformed into a WeChat account (Wang & Zhu, 2014). This requires a professional technical engineer to maintain the library WeChat account and reasonably employ ports to enrich the function of the platform. Meanwhile, the engineer also needs to pay attention to the needs of users, develop different functions, adapt to the diverse needs of users and allows users to easily access to library resources and services originally provided by the Internet and the Web.

CONCLUSION

According to the data released by Tencent, in March 2012, the number of WeChat users exceeded 100 million; in September 2012, the number of WeChat users exceeded 200 million; in January 2013, the number of WeChat users exceeded 300 million and the entire network users share reached 71.4%. Tencent has not released the data of 2014, but WeChat friend circle has become an important part of Internet users' everyday life. It is stunning that the information dissemination speed is so fast, the coverage is so wide and the penetration is so deep (Shi & Zhai, 2014). University libraries bear the task of building the campus culture. WeChat is a cultural position that libraries must occupy in the information age. It has an important practical value and innovative value to study the corporative promotion of the humanistic and cultural literacy of students in science and engineering colleges and the reading of classics and use WeChat platform for the students to provide the convenience of reading for college students and guide them to love reading classics.

REFERENCES

Chen, Q. P. (2014). *A collection of whole network WeChat marketing creative case* (p.12). Guangzhou, Guangdong Economic Press.

Chen, Y. S. (2014). Thoughts on WeChat and library construction. *Information Theory and Practice,* (7), 87.

Li, X. (2014). Research on the application of WeChat in library information service. *Library and Information Work*, (6), 252-253.

Shi, M., & Zhai, X. J. (2014). Research on the operation strategy of university library official WeChat account – Take Nanjing university library as an example). *Journal of Academic Libraries,* (5), 79.

Wang, H., & Zhu, Y. (2014). Discussion of the function of WeChat under the Interpersonal Perspective. *Modern Intelligence*, (2), 82-85, 93.