

Educational Significance and Enlightenment of In-depth Reading Activities in University Library Under New Media Environment

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Abstract

We introduce specifically various forms of reading activities carried out by university libraries using many characteristics of new media, and discuss the promotion effect of new media on deep reading through two feasibility cases of reading activities. We expound the educational significance of promoting deep reading in university library under the new media environment. At the same time, it puts forward the urgent problems and methods to make full use of new media in the deep reading activities of university libraries. It is pointed out that only by improving college students' information literacy, innovating ideas and realizing the close combination of new media and reading promotion can university libraries advance with The Times and lead readers to realize in-depth reading. The application and promotion of this method have educational significance, and can promote the social progress.

Keywords: New media; University library; Reading promotion; Educational significance.

1. Introduction

Throughout the world, behind the phenomenon of reading is the competitiveness of a nation, the basic premise for the creation and formation of a social culture, and the main way for individuals to form basic literacy and enhance competitiveness. According to the results of the 16th national reading survey, the world's top three countries in terms of average annual reading volume are Israel 64 books, Japan 40 books and France 20 books, while China's per capita reading volume is only 4.67 books. This gap should cause the attention of the people.

In today's high-speed economic development, information spread quickly, digital reading increased significantly, the digital reading is changing people's reading habits. This makes the reading time of some college students appear short, reading is utilitarian and fragmented, network reading challenge traditional reading etc. Professor Xu Yan pointed out that in today's society, under the exam-oriented education mechanism, the reading status of college students is worrying, and there are serious deficiencies -- lack of humanistic reading, lack of paper text reading, lack of structural reading and targeted reading, and lack of "hard reading" and "pleasant reading", "deep reading" and "deep thinking" (Qiu Wo words book, 2011). Based on this, Yunnan University Library makes full use of the characteristics of new media on the basis of learning from the experience of excellent university libraries. New media and reading promotion together, launched with "elegant Yunnan University, read and enjoy life" as the theme, a variety of forms, connotation is rich, deep reading promotion series of activities, both the reading and writing of the combination of micro book review competition, there are also learning exchanges and sharing meetings that combine reading and thinking, reading club, and interesting competition of the second Yuan classic cartoon exhibition, library guide, and knowledge contest of the book sea (Qiong-zhu, 2021)

We combine the specific practice of Yunnan University library in promoting reading through new media, responds to theoretical thinking on the basis of summarizing experience, and expounds the educational significance of promoting deep reading in university libraries under the new media environment. At the same time, it also puts forward the urgent problems and methods to make full use of new media in the deep reading activities of university libraries. It points out that only by improving the information literacy of college students, innovating ideas and realizing the close combination of new media and reading promotion can university libraries keep pace with The Times and lead readers to realize the deep reading.

2. Characteristics of New Media

Compared with traditional media, new media is affecting the current media environment, cultural environment, and even economic and social environment. New media has many characteristics, such as simple application, easy to carry, prominent personalized, increasing audience selectivity, various forms of expression, real-time information release and so on. It has become the development trend of university reading promotion to make full use of the characteristics of new media to expand the publicity degree, coverage and influence of university reading promotion

activities. This form of media based on mobile terminal greatly enriches reading promotion activities in colleges and universities, and makes deep reading in libraries present new characteristics such as diversity, autonomy, dynamics and interaction.

It has become a development trend to make full use of the simple application and convenience of new media as a communication channel to expand the publicity, coverage and influence of reading promotion activities in colleges and universities.

3. The Application of New Media in Reading Promotion

3.1 Make use of the Convenience of new Media to Improve Readers' Information Literacy

If a worker should do his work well, he must sharpen his tools. Yunnan University library guide has been held for five consecutive years since 2016, serving tens of thousands of readers. During the activity, the librarian guided students to find, borrow, reserve and borrow books. They personally taught students how to use various database retrieval methods such as mobile library, My Space and digital library. The activities are rich in content, diverse in form and distinctive in theme. Relying on new media, the students can better understand the library and get familiar with the library resources, and help them quickly master the skills of using the library literature resources. It will lay a solid foundation for students' future study and participation in reading promotion activities. The library held the "Book Search Talent" contest from time to time as the closing activity of the library guide. In the form of group competition and individual competition, students checked the gaps in the actual operation from getting the book list to completing the task with mobile phones, which tested the comprehensive ability of students to efficiently obtain the library literature resources.

3.2. Extensive Publicity and Reading Promotion Activities Using New Media

The opening of the WeChat official account of Yunnan University library has built a publicity platform for the reading promotion activity facing all the teachers and students of the university, which not only makes up for the shortcomings of the traditional publicity means, such as leaflets, posters and recommendation from librarians, but also increases the audience and strengthens the timeliness. The extensive publicity of reading promotion activities by using new media platform can, on the one hand, timely and effectively deliver the information of reading promotion activities to students to the maximum extent; on the other hand, the publicity method with pictures and pictures also makes the library more appetency and can establish smooth communication channels with readers. Only by active publicity, expanding the audience and participation in the early stage, can the reading promotion activities be effective.

In the practice of reading promotion in recent years, our library has made full use of the characteristics of new media to publicize library resources, and published more than 100 tweets of various kinds, among which a single article has been read for up to 2635 times.

3.3. Make Full Use of the Interaction of New Media to Promote Reading

3.3.1. Micro Book Reviews for in-depth Reading Promotion

The new media era has changed the channels and reading methods for college readers to obtain information. The traditional ways of obtaining and communicating information can no longer meet the needs of readers. The convenience of application and individualization become their first needs. In 2016, the Library of Yunnan University held the First Micro-Book Review Competition for all the teachers and students of the university. The activity was completed online from planning, publicity, rule making, book recommendation, information collection and data analysis. It was an online activity carried out on the network platform with the full use of new media. It is also a successful online campaign to promote reading.

After the discussion and planning of reading promotion team members, the micro book review competition finally decided that the library should comprehensively evaluate the collection of classic works by combining multiple indicators such as expert recommendation, online rating and student self-recommendation, and make online recommendation through new media to guide students to read in depth. In addition, the corresponding paper book call number and e-book QR code are provided in the push to facilitate students to search the library collection and read.

The first micro-book review competition lasted for three months. Classic books were simultaneously released on the library homepage, WeChat official account and campus website. A total of 36 ancient and modern Chinese and foreign classics covering social science and natural science were pushed out in 9 issues (once a week, four books in each issue). Contestants choose the recommended books to write book reviews, and submit their works on the micro platform (the same contestant can submit more than one book reviews). The micro book review competition was actively cooperated by students. A total of 398 book reviews were received. During the activity, 6,822 people read the recommended books and 121 people shared the pictures and texts. According to statistics, the 36 recommended classic books are read by 13,769 people online and about 20,000 people offline. The maximum number of online readings for a single volume of recommended books is 1,277 (The Legend of Hu-Lan River) and the minimum is 28 (Desire for Life), which provides a glimpse of readers' interest in reading.

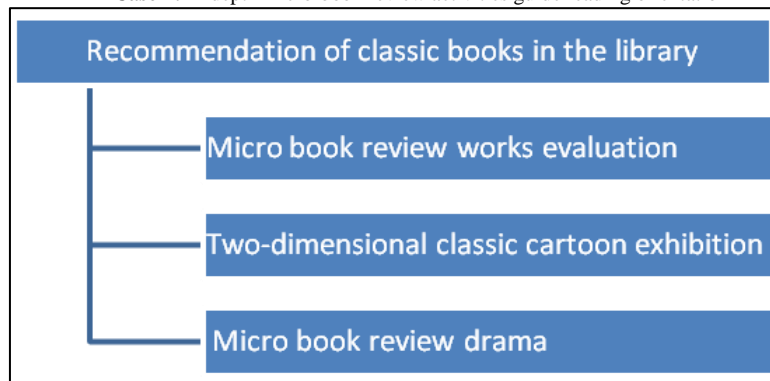
The promotion of the micro-book review competition has attracted a wide range of audiences with high participation and attention. The activity takes full advantage of the interactive characteristics of new media. From the participation in the activity to the submission of book reviews, it is conducted on the micro-platform, which plays a role in guiding students' reading to a certain extent, and also improves the information literacy of readers.

The second micro book review competition, with the theme of "letters from home", has a lively and interesting publicity. The feature that new media can spread both words and sound and images creates conditions for readers to read. Four volumes of classic letters were recommended, including Fu Lei's Letters to the Family and Zeng Guo fan's Letters to the Family. At the same time, they were publicized online (the library's home page, WeChat official account) and offline (poster Posting, club placing, etc.), which received wide support from students and played a good guiding role.

3.3.2. Use the Diversity of New Media to Promote In-depth Reading

The application of new media in reading promotion can enrich the theme of the activity, dig out creative and new activity forms that promote the interaction and communication between the library and readers. During 2016-2017, Yunnan University library held two micro book review competitions, which followed up a series of in-depth reading promotion activities with novel forms and rich connotations, focusing on the combination of points and aspects, and striving to develop the reading promotion in depth, leading students to read classics and enjoy reading.

Case-1. In-depth micro-book review activities guide reading orientation



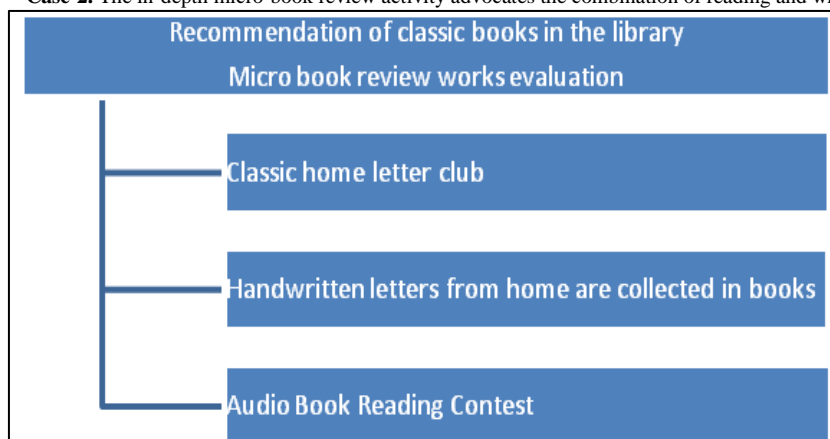
3.3.2.1. Two-Dimensional Classic Cartoon Exhibition

Second Yuan Classic Cartoon Exhibition is to use young people's favorite form of comics to show the classics, while doing a good job to lead readers to read good books, but also to carry out deep digging, so that readers really do "read without knowing is thinking, thinking without knowing is reading." Discover the beauty of reading. This activity requires readers not only to read the classics carefully, but also to be able to draw the thoughts, thoughts and feelings of the classics in the form of cartoons. It is an expansion of students' ability. Only by understanding, accumulating and internalizing the classics they read, can they interpret the classics in another way. Although there are some restrictions on the contestants, they have received positive responses from teachers and students, and a total of over 100 works have been exhibited. The event was also published in the Spring City Evening News.

3.3.2.2. Micro Book Reviews of Drama

Micro-book review drama is an in-depth extension of micro-book review competition. Teachers in the reading promotion team selected excellent micro-book review works of three classic literature (Jane Eyre, To Live and Fortress Besieged) and adapted them into a drama - Life is a Fortress Besieged by combining the original works. Then, through new media: campus network, library homepage, WeChat, Weibo, BBS, etc., actors were recruited throughout the school. After a week of urgent recruitment, nearly 300 people enthusiastically signed up, and finally selected out the roles of Fang Hong Gian, Jane Eyre and Rochester and Fu Gui from To Live. The micro book review drama was performed at the award party of the series of reading promotion activities and won warm applause from the audience. This activity not only mobilizes students' interest in reading, but also makes classic reading come to you and me.

Case-2. The in-depth micro-book review activity advocates the combination of reading and writing



3.3.2.3. "Love You Another Way" Classic Letters Sharing Session

The library deeply digs into the connotation and charm of family letters, uses new media to push classic family letters through WeChat, such as audio, text and picture, and builds a reader community. The surrounding is books, carried out in order to "love you another way" as the theme of the combination of online reading club, make the student by the network "shallow reading" gradually turned into paper "deep reading". Teachers and students read "Commandment zishu emphasize" and "To his wife book" and other classic letters home, share their own feelings, tell their own understanding and experience of the story, in a harmonious atmosphere to read the classic, enjoy life.

3.3.2.4. Essay Collection of Letters Home

Carried out in the review of the game and reading group, on the basis of we think reading promotion can also to the deeper development, then introduced with handwritten letter as the theme of the campaign, the aim is to bring electronic reading back to paper reading. Activities the students received strong support, these letters with temperature and vitality, let the judges the teacher is very difficult to give up. Finally, we decided to edit and organize the handwritten letters and send them to every student participating in the competition. The collection of letters is not only a good way for them to communicate with their relatives and express their feelings, but also a successful end to the essay soliciting activity.

3.3.2.5. "Voices for Love, Audio Letters" Reading Contest

In order to make the "letter" as the theme of the series of activities to get the further extension of the classic a book micro review, a book reading group, handwritten letter, the library also held a reading activity called "Audio Letters, Voices for Love", in the museum provides students with a love of talking space (read pavilion), let love the sound of warm the campus, warm home. Use the voice to convey the students' love and gratitude to their loved ones.

Yunnan University Library based on the thorough development "elegant Yunnan University, read and enjoy life" reading practice reading promotion activities, on the basis of the traditional activities to dig deeper into collection, earnestly seek the students interests, to the students as the main body, to carry out a deeper and deeper reading experience, truly achieve the combination of reading and pleasure, and promote reading to the depth of development.

3.4. Make Use of the Three-Dimensional Nature of New Media to Recommend Special Collections

If the reading club is a longitudinal of in-depth reading, then it is a horizontal promotion of in-depth reading by recommending library resources with pictures, audio and video combined with new media to maximize the collection and use. From 2016 to 2017, Yunnan University Library made full use of new media to timely publicize and recommend the collection of the newly built reading room (large library literature room and master and doctoral thesis room). It issued nine tweets, and the number of readers was about 3200 times, accounting for 24% of the number of readers.

3.5. Use the Timeliness of New Media to Enhance Cultural Deposits

The library makes use of new media to timely recommend good books and articles to readers, guide readers to appreciate the works from different perspectives, and extract some vivid and interesting traditional cultural connotation timely, which opens the wall of the library and narrates the distance with readers, which is also an important content of reading promotion. For example, "Dragon Boat Festival Time" is to use new media to guide the appreciation and analysis of beautiful articles in the collection on the day of the festival, extending from various customs and interesting stories of the Dragon Boat Festival to the most comprehensive collection of poems and essays from the ancient times, which is the first in China to be published by photocopying. Let readers inadvertently know more about the library collection, from simple to profound make readers have the desire to read. It has been read for 3,635 times and reposted for 293 times, which is rare among the WeChat tweets in the library circle. It is the most successful application of new media in the promotion of in-depth reading.

3.6. Use New Media to Continuously Read Foreign Original Works

In April 2017, Yunnan University library carried out the activity of "This may be the first English book you'll ever finish reading" in foreign original works by using new media. It selected a part of the classic book "The Call of The Wild" for daily reading. During reading, there were pronunciation, translation, new words and interpretation of good sentences. He was warmly welcomed by the students. No matter what the reader's English level is, it takes 50 days to finish reading an English book by following the library for 10 minutes every day from Monday to Friday. Some students did not dare to challenge before, always feel that they could not read two pages to give up, and later feel that more read more flavor, more wonderful. Finally, the library provides readers with the location of the paper and electronic versions of the original text, and summarizes all the reading contents for students to look back and study.

3.7. Use the Openness of New Media to Carry Out Learning and Communication

Library use of new media in 2017 and 2018 in "my university" as the topic has held two consecutive "elegant Yunnan University, read and enjoy life" theme will share, it tracked the study life of the same group of senior

graduates from the prospective graduate students to the first-year postgraduate students. They introduced a lot of details of taking an entrance examination of grind, protecting grind and reading grind for everyone with their own personal experience. Through the way of video connection, we talked about their experience and perception, experience and methods in learning and growing. The communication across time and space was recognized by the students". These lessons are very practical!" , "This is what college life is for! Sunshine, up!" they have expressed that they will study hard, improve their comprehensive level in an all-round way, and strive to enter the ideal university for further study.

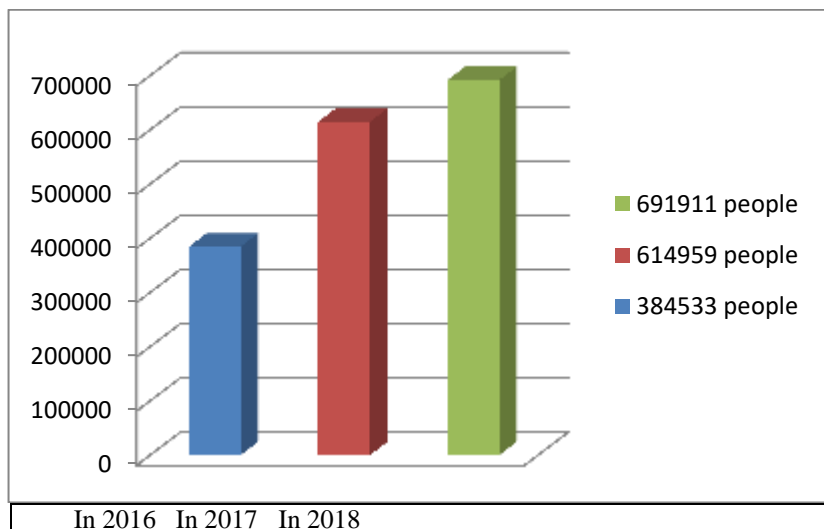
3.8. Use the Objectivity of New Media to Carry Out Knowledge Competition

In 2020, following the success of the first three seasons of the offline "knowledge contest of the book sea ", the library has carried out a new version of the knowledge contest. Movement from offline to online, using new media to launch the fourth season of the knowledge contest" knowledge contest of the book sea" (online version). Competition covers multiple disciplines, the students can participate in activities through the Mobile phone. The librarians complete and make the questions, exams and rules of the knowledge contests by themselves. In the three-day contest, a total of 1028 people participated in the answers, and the competition was quite fierce.

4. Effectiveness of the Close Combination of New Media and Reading Promotion

Through analyzing the application of new media in the reading promotion activities of the library of Yunnan University, it can be seen that new media has many advantages over traditional media. In the current era of digital reading the library services should keep pace with The Times, grasp readers' reading needs and reading psychology in time, and make full use of new media to carry out in-depth reading promotion. Only complete online activities can break the physical distance between campuses and truly face the teachers and students of the whole school. For example, the participation rate of micro-book review reaches 52%. However, there are some limitations for book club, which is a combination of online publicity and offline organization. Therefore, this requires us to think about how to make better use of the advantages of new media, such as network broadcast, synchronization of video, reading blogs, QQ reading group and so on, to serve readers to the maximum extent. Make the students change the disordered "extensive reading" into the ordered "fine reading", and change the blind "fragmented" reading into the purposeful "deep reading". According to statistics, the number of visitors to the library in 2017 was twice that of 2016, with the reading promotion campaign playing a decisive role.

Comparison table of the number of people entering the library before and after the promotion of reading activity in Yunnan University Library



5. Make Full Use of the Urgent Problems of New Media

5.1. Overall Planning and Reasonable Arrangement.

College reading promotion is an important part of campus culture construction in colleges and universities. It is a new type of service in the library. It has become one of the mainstream services for readers together with book borrowing and information service. However, it has completely different characteristics from the traditional library service, which puts forward brand-new requirements to the library leaders and librarians, including overall planning and reasonable arrangement of funds, human resources, space and equipment.

5.2. Cultivate Professionals Needed for In-depth Reading Promotion

The library should establish a sound reading promotion organization, make rational use of its own resources, mobilize the enthusiasm of all departments, and make overall arrangements for reading promotion activities. Every step and every link of reading promotion activities require the cooperation of specialized personnel to be successfully completed. The use of new media needs strong technical background support, only to ensure the

stability and operability of the platform, and a sound team of high-quality talents as a solid backing. Reading promoters must have the innovation consciousness, for academic frontiers and new idea, the new space of the library research, practice and reading promotion activities more lively.

The reading promotion activities of Yunnan University Library are fully participated, guided and supported by the library leaders. The library sends reading promoters to visit and study outside the province from time to time in order to make the reading promotion work of the library develop in depth and maintain its sustainability and vitality.

5.3. Publicity of In-depth Reading Through Multiple Channels

The effect of reading promotion directly affects the degree of students' participation. Our museum adopts a combination of online and offline activities to promote. Use new media, campus network, library homepage, Chinese online platforms to push information; Synchronous push information with popular WeChat public accounts such as "Yunnan University small trumpet ". At the same time, posters are posted in the library, teaching buildings, dormitories, etc., and activity group members are sent to lead students to set up propaganda points on the campus, please the school Youth League Committee, the graduate school, part of the student community and part of the department teachers in the college, community publicity and promotion, and on the day of the activity, please the news center of Yunnan University for reporting. This will not only improve the publicity of the activity, but also benefit the coordination and cooperation of the school news media, and play an important role in the in-depth development of the library reading promotion activities.

5.4. Pay Attention to the Needs of Readers and Attach Importance to Their Participation

The development of any library service is to meet the needs of readers, and the needs of readers are potential and diversified. The library makes use of new media to conduct irregular questionnaire survey to understand the needs of readers and think about problems from the perspective of readers, so that the reading promotion activities can really arouse the resonance of readers. At present, the reading promotion activities of our library are in the charge of the reader service department. The team members are mainly from this department, supplemented by some personnel from other departments and some students. The concept of attaching importance to student participation and interactive communication is truly implemented. Through on-site meetings, WeChat and QQ groups and other ways, we discussed together and deliberated repeatedly, and finally determined the activity outline of a series of activities, including the theme, form, time and division of work of the activity organization of sub-activities. Librarians attach great importance to the communication with readers, pay attention to the participation, interaction and sharing of the activities, and make the library really become their good teachers and helpful friends through reading promotion.

6. Conclusion

Under the current background of "nationwide reading", in view of the characteristics of young students' enthusiasm for digital reading, we summarize experience, innovate ideas and actively promote in-depth reading activities. Make full use of new media to build a high-quality digital reading platform, strengthen the guidance of reading direction and method, cultivate good reading habits of college students, turn "shallow reading" into "deep reading" (Junling *et al.*, 2013), form the complement of digital reading and paper reading, and improve the information literacy of college students in practice. The method of using new media to promote in-depth reading has certain feasibility, and is applicable to schools at all levels, government organizations, communities, social non-governmental organizations, etc., which has profound educational significance for promoting nationwide reading.

As Proposed by Prof Yi-Fang Chang, the Chinese cultural-social ecology may resolve the human crises. Its aim is that human and nature are completely harmonious, and reach the highest state of the unity of nature and human (Yi-Fang, 2020). Our exploration of deep reading activities can improve the level of public cultural services, promote the excellent reading habits of the Chinese nation, and establish a good social and cultural ecology. Through the improvement of the reading quality of the whole people, the quality of the national and the soft power of the country can be improved, so as to play its due role in promoting social progress and national revitalization.

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