

Reading Promotion Strategies of Excellent Traditional Chinese Culture in University Libraries

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ABSTRACT

University libraries bear the responsibility of cultural education and play an important role in implementing the fundamental task of moral education. The reading promotion activities on excellent traditional Chinese culture are beneficial to help university students enhance their cultural confidence. Therefore, this article analyzes and investigates the current situation of reading promotion activities in university libraries, and explores relevant strategies, aiming to give full play to the cultural communication function of university libraries while strengthening the cultural construction of university libraries through the rational development and utilization of collection resources on excellent traditional Chinese culture.

Keywords: *Universities, Libraries, Excellent traditional Chinese culture, Reading promotion, Cultural confidence.*

1. INTRODUCTION

University libraries undertake the mission of disseminating knowledge and promoting advanced culture, which is an important part of the cultural education system in universities. Carrying forward Chinese traditional culture is a resource carrier and important support for universities to implement the fundamental task of cultivating people with morality. Therefore, it is a basic long-term task to explore new paths for reading promotion. In recent years, the advancement of digital library construction not only provides intelligent service concept and intelligent environment support for reading promotion in university libraries, but also provides more choices for exploring the reading promotion strategies of Chinese traditional culture in the digital environment.

2. THE CURRENT SITUATION OF READING PROMOTION ACTIVITIES IN UNIVERSITY LIBRARIES

2.1 *Insufficient Understanding of Excellent Traditional Chinese Culture among University Students*

Currently, for a considerable number of university students, their understanding of excellent traditional Chinese culture is limited to the classroom and textbooks. Driven by pragmatism, their attitude towards learning is not proactive enough, so their understanding of Chinese culture is also quite superficial. Especially in the era of highly developed Internet, students in many colleges and universities spend a lot of spare time “brushing short videos” and playing games, which wastes a lot of fragmented reading time. Undoubtedly, university students are eager to pursue new cultural phenomena. However, due to the lack of motivation to actively explore and appreciate the connotation of excellent traditional Chinese culture, it is difficult for them to pay deep attention to the profound historical culture, persistent spiritual

pursuit, and unique cultural identity contained in excellent traditional Chinese culture. As a result, university students have insufficient understanding to the value and significance of excellent traditional Chinese culture.

2.2 *Single Form of Reading Promotion Activities in University Libraries*

At present, most university libraries mainly rely on single and flat promotion activities such as book sharing meetings, inviting expert lectures, and book exhibitions in the process of reading promotion, which is a lack of collaborative cooperation [1]. Libraries often carry out reading promotion activities mainly through independent promotion or cooperation with internal departments, which are temporary cooperation at a shallow level, lacking planning and deep collaborative cooperation mechanisms. As a result, reading promotion activities cannot effectively stimulate students' interest. Due to the lack of immersive perception and interactive experience, university students have limited and shallow understanding to traditional Chinese culture, which makes it difficult for them to continuously and thoroughly interpret and recognize excellent traditional Chinese culture.

2.3 *Uneven Information Literacy Competency of University Librarians*

Librarians are the executors of reading promotion activities in university libraries, and their professional qualities and abilities directly affect the effectiveness of promoting excellent traditional Chinese culture [2]. At present, the quality of university library staff is uneven, with fewer librarians possessing professional literacy in library and information technology. Their information literacy ability is not strong, their information development ability is insufficient, and they lack understanding of professional knowledge in library science, information science, and other fields. They also lack relevant experience in cultural promotion. In addition, their service awareness is not strong, their reading promotion ability is not strong, their guidance on user service is insufficient, the practical goals of promoting traditional cultural resource reading are not clear, and the promotion content is not rich and profound, all of which lead to a lack of professionalism and attractiveness in the entire promotion process.

3. ADVANTAGES OF READING PROMOTION OF EXCELLENT TRADITIONAL CHINESE CULTURE IN UNIVERSITY LIBRARIES

3.1 *Resource Advantage: University Libraries Have Abundant Collection Resources*

University libraries are the information center of university library literature. They not only have literature resources types and carrier forms covering the whole discipline, but also have perfect digital and comprehensive collection of literature resources. They are the treasure house for universities to interpret and promote traditional Chinese culture. University libraries can rely on rich traditional cultural resources to carry out reading promotion activities, guide university students to read classics, appreciate classics, and exchange classics. For example, using library literature such as *Integration and Innovation: Chinese Traditional Culture and the Cultivation of College Students' Socialist Core Values*, *Chinese Traditional Culture Extract*, and *Chinese Traditional Culture Dictionary*, etc., to popularize Chinese cultural classics, create a scholarly Chinese atmosphere, and lead the new trend of university culture. In other words, university libraries can guide students to actively understand traditional culture and meet students' academic needs by providing a database of the encyclopedia knowledge base of excellent traditional Chinese culture and running the online learning and dissemination platform of excellent traditional Chinese culture provided by China National Knowledge Infrastructure.

3.2 *Service Advantage: University Libraries Can Provide Diversified Services*

Based on user demand-driven, constructing diversified reading methods, has become an innovative model of reading promotion in university libraries which can adapt to the changes of the times [3]. In the era of rapid development of digital information, university libraries are not only to provide traditional places for borrowing and self-study, but also to meet the needs of multi-culture and information. Therefore, libraries should keep up with the pace of the times, track the requirements of readers in time, and change the

service mode into an open service mode based on digital information resources. At the same time, the service concept, service content and service level are constantly updated and improved, so that the functions of the library are moving towards cultural information interaction, resource dissemination and sharing.

3.3 Platform Advantage: University Libraries Can Build Platforms for Disseminating Cultural Knowledge

The library is not only an academic institution of universities, but also an academic research organization for spreading cultural knowledge and promoting traditional culture. It is also a bridge for spreading cultural knowledge. By building a platform for spreading cultural knowledge, the library can integrate a large number of influential experts and scholars both inside and outside the school, utilize their influence, academic level, and professional ability to carry out targeted and scientific cultural inheritance work, and play an important demonstration and leading role in promoting traditional Chinese culture.

3.4 Environment Advantage: University Libraries Have Excellent Reading Environment

University libraries have a spacious, quiet, comfortable and elegant reading environment, which attracts students to come and study. In the meanwhile, the excellent reading environment can also stimulate students' interest and enthusiasm for reading and learning. In addition to rich resources on excellent traditional Chinese culture, university libraries can leverage the advantages of cultural carriers and cultural windows to create a good reading promotion environment, which effectively cultivates the reading interest and experience of university students towards traditional Chinese culture, enhances their sense of identification with excellent traditional culture, and more easily promotes their development of high cultural confidence.

4. STRENGTHENING THE PROMOTION STRATEGY OF TRADITIONAL CULTURE READING IN UNIVERSITY LIBRARIES

4.1 Enhancing the Cognition of Excellent Traditional Chinese Culture and Leading the Way in Reading Promotion

University libraries are the main body for reading promotion in universities. The primary task of promoting the reading of excellent traditional Chinese culture is to enhance the understanding and guide reading promotion. Excellent traditional Chinese culture is deeply rooted, with rich connotations and unique functions. It is a rich mine of thought and spirit, and has the value of cultural education in the era. Based on the goal of talent cultivation in universities, libraries should fully tap into the educational value of excellent traditional Chinese cultural resources, and play a good role in cultural inheritance and navigation in the second classroom. Specifically, it is necessary for libraries to improve responsibility cognition and professional cognition. In terms of responsibility cognition, university libraries, as the main body of promotion, should take the reading promotion of excellent traditional Chinese culture as a responsibility and mission, and incorporate it into the core work system of libraries to help talent cultivation. In terms of professional cognition, due to the long history and rich connotation of excellent traditional Chinese culture, librarians should enhance professional cognition through professional learning and training, so as to deeply understand the advanced ideas contained in traditional Chinese culture, correctly guide readers to absorb its spiritual power through reading promotion work, and promote cultural prosperity.

4.2 Creating a Good Reading Atmosphere to Enhance the Reading Experience

University libraries should carry out a series of propaganda to spread cultural classics and carry forward excellent traditional culture, utilizing the advantages of library space to guide reading. At the same time, authoritative experts in the professional field can be invited to hold a series of lectures such as "Experts into the Library", to impart classical cultural knowledge on the spot, stimulate students' reading interest, and bring students closer to the

traditional culture. Libraries can also push cultural classics online by using intelligent terminal App, library public number, traditional culture micro video and other forms, so as to provide convenient services for university students. Through online and offline interaction, a full range of cultural infiltration, readers may appreciate the charm of traditional Chinese culture in immersive reading environment and feel its profundity.

4.3 Optimizing and Enriching Reading Promotion Forms to Enhance Effectiveness

With the advent of the digital age, digital reading mode has become an important way of national reading, but it lacks the pleasant experience generated by paper reading. Although the paper-based reading promotion model consumes a huge storage space, it has obvious advantages in the depth of reading promotion. University students can obtain a focused and immersive reading experience by reading paper books. University libraries promote the inheritance and development of traditional culture by organizing paper literature reading activities. At the same time, advanced digital means are conducive to enhance the digital line for traditional cultural classics, and to build a characteristic reading carrier for resource exchange among different digital reading forms, in order to promote college students to appreciate the ancient wisdom of excellent traditional Chinese culture in the process of digital reading. Through the interdisciplinary integration, college students have broadened their learning perspectives, increased their knowledge, and strengthened their confidence. Therefore, in the process of cultivating cultural confidence among students, university libraries should encourage them to adopt a combination of paper-based and digital reading methods to achieve the best reading effect.

4.4 Building a Professional Reading Promotion Team to Enhance the Guidance

University cultural self-confidence comes from the role of campus culture, the biggest beneficiary of which is students on campus. The diversification of talent cultivation is a fundamental characteristic that first-class undergraduate education must meet the needs of economic society and students' own development^[4]. In response to the call for nationwide reading promotion, university libraries have the responsibility to shoulder the important

task of improving the reading interest and ability of college students, and take reading promotion as an important part of library work. Reading promoters come into being along with reading promotion activities. They are not only the organizers and planners of the overall activity, but also the executors of specific activities, playing the main and leading role in reading promotion activities^[5]. Libraries should select professional talents with library and information literacy and strong value-added information development ability, form an intelligent team for promoting traditional Chinese culture, and improve the height, breadth and accuracy of promotion work. By relying on professional subject librarians, libraries aim to cultivate talents in reading promotion, tap into experts from various fields of the university, collaborate and form a joint force, and jointly participate in the construction of book reading promotion. University libraries should also plan and organize the training of librarians to deeply study traditional Chinese cultural classics, making them practitioners of promoting traditional Chinese cultural reading and contributing to the cultivation of cultural confidence among university students.

4.5 Building Excellent Traditional Chinese Cultural Bases to Expand the Perspective of Reading Promotion

The collections of excellent traditional Chinese cultural resources in university libraries are mostly books, databases, etc. There are certain limitations in other collection channels, funding support, and personnel support. In comparison, many public libraries, cultural memorials, etc., have obvious advantages in physical traditional cultural resources, and have mature professional technology and personnel strength. University libraries can try to broaden the field of cooperation, establish reading bases of excellent traditional Chinese culture, realize resource sharing and cooperative development in the form of "excellent traditional Chinese culture" alliance, and expand the perspective of reading promotion. That is to say, libraries should unite various forces to expand the scope of Chinese excellent traditional cultural resources, and build "excellent traditional Chinese culture" bases through cooperation with public libraries, cultural memorials, etc. In this way, libraries can relatively concentrate on the collection of excellent traditional Chinese literature resources on a certain theme, especially some physical resources that can be sort out and utilized, and form a characteristic traditional cultural resource library

or make tour exchange to expand the perspective of reading promotion.

In addition, relying on the “excellent traditional Chinese culture” alliance, libraries can strengthen inter-library cooperation, form scale effect, enhance the dissemination effect of excellent traditional Chinese cultural literature resources, and promote and guarantee the continuous deepening of reading promotion activities through effective alliance and cooperation mechanism, so as to improve the service effect.

5. CONCLUSION

In summary, university libraries play an important role in implementing the fundamental task of establishing virtues and cultivating talents in universities. The reading promotion of excellent traditional Chinese culture not only helps students broaden their reading horizons and strengthen their cultural confidence, but also stimulates their national self-esteem and pride, thereby continuously promoting the inheritance and development of excellent traditional Chinese culture.

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