Communication & Education Review
Online ISSN：2689-9760 Print ISSN：2689-9752

Exploring the Reading Promotion Model of "Library + Community" Reading Club

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Abstract: *Abstract: With the progress of the times, reading has become the most common phenomenon in today's society and is a part of people's study and life. Building libraries can meet the spiritual and cultural needs of the public on the one hand, and improve the spiritual civilization of the society as a whole on the other. At present, reading clubs are also widely emerged in universities, and "library + club" as a new form of reading can not only further expand the organizational form of reading at this stage but also strengthen the construction of reading civilization and promote the further development of reading. Compared with other forms of reading clubs, "library + club" is more niche and has limited influence, which requires reading clubs in the future development to focus on combining multiple resources, strengthen their own construction and the reading promotion level, so that "library + club "can be better developed.*

Keywords: *Library + club; Reading club; Reading; Promotion model; Inquiry*

Introduction

With the advent of the information age, more and more libraries in China are making full use of their own advantages and resources to actively create new, information-based reading exchange activities. There are certain limitations in building a network reading platform through information technology, mainly because the network can make people feel distant from each other, and cannot achieve the most effective reading communication effect, while the controllability is not strong. Actively carry out "library + club" reading club, can effectively solve the shortcomings of the network book club. But at present, this new form of reading club communication is less influential and limited in number, which to a certain extent restricts the further development of the new reading club, so we must further increase the reading promotion construction of "library + club". For example, the "21-day reading card activity" can make more and more people can actively join the reading club, so as to create a new and free reading club service system, to meet the needs of multiple reading exchanges, and promote the development of China's reading club.

Origin and Development of the Reading Club

A reading club is a gathering of readers who love to read regularly to discuss and share their own reading ideas and reading experiences with each other. A book club is a reading exchange activity with freedom, flexibility, and autonomy, where each reader expresses his or her own opinion or views on the same book or article, thus making mutual progress (Yang, 2021). The reading club originated in the Swedish region

in the last century, and with the continuous development of the times, the reading club has been a reading activity that all citizens in our country can actively participate in, with the main purpose of improving their own literacy and reading capacity, and it provides a good place for cultural exchange and cultural absorption for some readers so that all readers can freely express their reading ideas. It was in the 1920s or so that our book clubs had their initial development. At that time there was a wide variety of reading clubs and readers were generally actively involved in them. Today, reading clubs are still developing, and libraries in various regions attach great importance to carrying out reading clubs, combining libraries and societies, and relying on the library's own rich book resources to provide a more professional and standardized reading and communication environment for the majority of readers.

"Library + Club": Exploring the Reading Promotion Model of Reading Clubs

Organize Library-Centred Activities to Strengthen the Promotion of "Library + Club"

Use the library as a hub for reading club activities so that further reading club outreach activities can be carried out accordingly. First, training should be provided to new entrants to ensure that most of the reading sections in the library are open to readers and that they are fully aware of the specifics of the library. At the same time, information retrieval courses should be actively conducted so that the information reading skills of the patrons can be improved. In addition, World Book Day, which is celebrated on April 23 each year, can be used as a reading holiday in the library to coincide with a series of reading activities. The relevant staff of the reading club can recommend some famous writings and excellent poems to the general readers to fundamentally mobilize their interest in reading and reading enthusiasm (Gao, 2021). The library can also actively hold related activities, such as rare book exhibition activities, famous masterpiece manuscript display activities, damaged books display activities; also in the development of speech contests, original article competition activities, so that the majority of readers can participate in the activities to experience the fun and confidence of reading, so as to improve their own interest in reading. The organizers of the reading club can also invite famous people to give lectures in the library, and for readers who cannot reach the lecture site in time, the video of the lecture will be released to the WeChat public number or microblog, which is convenient for readers to learn and discuss. The 21-day reading challenge "Encounter with Classics, Enjoy Youth" held by the library of Suzhou Vocational University is a success, which helps students to read without the time and place restrictions and helps them to develop good reading habits, and is worth promoting.

Building an Information Network Promotion Platform for "Library + Club" Reading Clubs

In recent years, the relevant departments in China have continuously put forward the cultural construction concept of "reading for all", requiring the whole society to strengthen cultural construction, which is also the cultural requirement of our social development at this stage. In the context of the new era, Internet technology has also made a breakthrough, which brings opportunities and challenges to the development of the "Library + Club" reading club. According to relevant surveys and studies, at this stage, the number of mobile phone network users in China has reached more than 1 billion, accounting for more than 95% of all network users,

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https://doi.org/10.37420/j.cer.2021.065

which shows that in modern society, the way people read and communicate is mostly through mobile phone networks. Therefore, the combination of Internet technology and the form of "Library + Club" reading club is in line with the development requirements of the current reading society, and can also greatly promote the further development of the book club (Liu, Yang & Wang, 2021). With the increase of online users, building the network platform of the "library + club" reading club can maximize the number of audiences and make the new book club gradually enter the vision of the general public, so that the "library + club" reading club is no longer niche.

1. Creation of a Public Platform for the "Library + Club" Reading Club on WeChat

In recent years, the number of people using WeChat for socializing and browsing news has increased significantly, so it is necessary to take full advantage of this advantage and register the "Library + Club" subscription number on the WeChat public platform so that more people can understand and pay attention to the specific content of the reading club. It has a strong overall and systematic ability and can maximize the role of promoting reading (Yang & Niu, 2021). At the same time, the name of the "library + club" reading club WeChat public number should be clear and concise, which can facilitate the search to the maximum extent, and can also use the name of the library and club reading club. In addition, attention should be paid to the timely improvement of the public number's service functions, such as the time and content of the book club, recommended books, exchange of experience and interesting club book club activities, etc. The management of the public number of the reading club should conduct an online survey in time to check the information of a large number of books; provide the board of "message" for WeChat readers, so that readers can express their needs and suggestions (Liang & Lan, 2020). The management of the book club can also analyze and organize the data in time through the indicators of the number of views and likes of the public number articles, to understand what readers like to read and find the appropriate reading position. Encourage readers to participate in the writing of public number articles, encourage readers to actively submit articles, after the review of the backstage staff, the content of qualified articles on the public number to publish, so as to not only maximize the satisfaction of readers' reading needs, but also to stimulate their reading enthusiasm, and jointly promote the "library + club"! This will not only meet the reading needs of readers, but also stimulate their passion for reading, and jointly promote the construction of the "Library + Club" WeChat public website.

2. Creation of "Library + Club" Reading Club Topics through MicroBlog

In recent years, in addition to WeChat, Weibo has become more of a gathering place for contemporary young people. The audience of Weibo is generally dominated by young people, who receive more comprehensive and diverse information every day. Using Weibo to create a book club exchange group can enable online reading and communication, thus strengthening the relationship between readers. By creating #reading club #blog topics and establishing microblog groups in line with young people's reading and communication habits, the acceptance of young readers is increased. The corresponding organizers should pay attention to various information materials on the microblogging network in real-time, such as the content of some new book releases, excellent film and television works, excellent articles, cultural exhibitions, etc., which can be released under microblogging to attract more readers who are interested in reading to participate in the "library + club" book club (Luo Xingfen, 2020).

3. Establishment of a "Library + Club" Reading Club Website

The creation of a professional Library + Clubs book club website can make the book club more systematic and standardized. The creation of a library+community book club website requires a professional team to manage it. In order to ensure the smooth operation of the book club website and make the book club level effectively improved, it is necessary to collaborate among talents, each of them has their own duties, and build the book club website with service nature. By setting up a readers' consultation portal to solve readers' doubts; displaying the main contents of "Library + Club" book club on the homepage of the website, so that readers can understand the book club more clearly; setting up a book ranking in the website, displaying the books with more recent views and good comments; setting up a book recommendation section and a classification section, so that readers can quickly find the books they want to read (Xie, 2020).

For Different Levels and Different Needs of Readers to Form a Different Promotion Model

The management of the reading club must fundamentally understand the different needs of readers at different levels, and actively create a more humane reading service model. Through the form of a questionnaire survey, to understand the audience groups of "library + club" reading club are who, according to the audience group's learning level, spiritual needs, social life, to understand the reading preferences of the majority of readers, for different categories of readers to develop different forms of promotion. For example, when readers want to learn about China's excellent history and culture, then the library should organize and analyze relevant historical works for these readers, and make book recommendations for these readers, and in the process of recommendation, make the recommended content can fully mobilize readers' interest in reading and encourage readers to communicate with each other (Wan, 2016).

Establishment of a Sound Membership Incentive Mechanism for the "Library + Club" Reading Club

In order to maximize the interest and enthusiasm of book club readers, "library + club" book clubs can provide facilities and rewards for readers through the form of membership. Drawing on the form of some commercial book clubs, to create a book club reward mechanism, which can enhance the enthusiasm of readers to read and reading persistence. Through the "accumulation of reading membership points for gifts" form, to inspire readers can actively participate in the activities of the book club, some excellent performance, good behavior of readers to additional rewards. At the same time, the management of the reading club should also pay attention to the reading dynamics of readers promptly, improve the level of service to readers, and create an excellent reading environment.

Concluding Remarks

Reading has a very important impact on our own development, and it is one of the most effective ways to improve our own abilities. Only when the reading level of the whole society is improved can the cultural strength of our country be further enhanced based on the original culture. Therefore, reading clubs need to

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https://doi.org/10.37420/j.cer.2021.065

promote reading and encourage more people to participate in reading to create a reading society.

Funding

This paper is supported by the 2020 Reading Promotion Project of China Library Association "Study on the Transformation of the Operation Mode of College Reading Clubs in the Context of 'Cloud Reading'" [No. YD2020B06].

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