Research on the Promotion Model of Classic Reading in Colleges in the Era of Micro-reading

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Abstract: As the key target of national innovative talents training, how to effectively utilize the unique communication mechanism of micro reading, guide the classic reading behavior of college students, construct the "Internet +" classic reading promotion mode, and create the classic reading atmosphere of university campus, is an important topic for universities to create cultural self-confidence. Firstly, this paper analyses the five reading characteristics in the era of micro-reading. Then, aiming at the universities in Guangzhou, this paper investigates the status quo of college students' classical reading from various dimensions. Based on the findings and problems found, it puts forward the strategies of university libraries leading the classical reading in the era of micro-reading, with a view to providing university librarians and researchers with classical reading for providing reference.

1. Introduction

At present, the mobile social media represented by Wechat and Micro-blog are profoundly changing the way people live, socialize and read. The era of "micro-reading" emerges as the times require. Based on the cultural theme of "freedom, openness and sharing", micro-reading makes reading a way of life and is widely welcomed by college students. College students are the key target of national innovative talents training [1]. Reading classics is an effective way for them to gain insights and improve their comprehensive quality. In the nationwide reading promotion activities, how to effectively use the unique mechanism of "micro reading" to guide college students' reading behavior, construct the "Internet +" classic reading promotion mode, and create the classic reading atmosphere of university campus is an important topic in the field of University Library Reader service [2, 3].

2. Reading Characteristics in the Era of Micro-reading

"Micro-reading" refers to a new way of reading which relies on short messages, Internet texts and short style. It is characterized by its digital reading mode. Its reading content is mainly short and fast information, and its reading objects are micro-letters, micro-blogs, mobile newspapers and e-books which depend on the Internet and mobile communication technology [3].

(1) Reading style is more flexible

In the era of micro-reading, it has become normal for people to use mobile devices and debris time to read. This kind of reading method can break through the limitations of time and space. It can be read at any time and place in office, and has great flexibility. This is an advantage that traditional paper-based reading method does not have.

(2) Reading content is fragmented

The so-called fragmented reading is an incomplete and intermittent way of reading through new reading media such as electronic reader, mobile phone and network [4]. The content of reading is fragmentary, short and fragmentary text. It is easy to get and convenient to read quickly and shallowly through fragmentary time compared with traditional reading methods. Micro-reading mainly focuses on short content fragments, such as micro-mail, micro-blog, mobile newspaper, etc. The content includes hot news, pictures and videos, refined short articles, and so on. This kind of

reading method can not acquire the knowledge content of the system, showing the characteristics of fragmented reading.

(3) Digital reading has become the mainstream reading mode

In the era of micro-reading, people's reading forms have changed, traditional reading methods have been gradually weakened, and digital reading has become the mainstream [5]. Digital reading refers to reading information processed digitally, mainly through digital devices such as computers, networks, mobile phones, electronic readers and so on. According to the survey results of national reading in recent years, it can be seen that in recent years, the contact rate of national digital reading has been increasing rapidly year by year, and has surpassed that of paper reading.

(4) Mobile reading style continues to grow

Mobile reading refers to the use of mobile phones as a reading tool to obtain information resources through mobile networks [6]. In recent years, with the continuous expansion of the functions of smart phones and their wide application in life, mobile phone reading has rapidly become a fashion and become the main way of digital reading. According to the results of the national reading survey in recent years, it can be seen that the mobile phone reading contact rate and the mobile phone reading time of the adult nationals in our country have continuously increased, which is three times as much as the paper reading.

(5) The rapid growth and popularization of micro-media reading

With the emergence and development of micro-media such as micro-blog and micro-messaging, micro-reading is becoming more and more popular as a new way of reading under the new media integration environment. The micro-media reading form represented by micro-messaging is becoming more and more popular and becomes one of the main ways of reading. According to the results of the national reading survey in recent years, the average daily reading frequency and length of Wechat increased by nearly 100% in three years. This shows that in recent years, Wechat reading has grown rapidly and gradually become popular, becoming one of the main ways of reading.

3. The Current Situation of Classic Reading of College Students in the Era of Micro-reading

"Micro-reading" has become a media acceptance habit of College students. The appropriate combination of micro-reading and classical culture plays an important role in inheriting humanistic essence, sharing wisdom and establishing correct values for college students. In the context of micro-reading, the media literacy and reading habits of college students have changed, and their reading status of classical literature has also changed. This study investigates the current situation of classical reading of college students in Guangzhou, including reading style, reading content, reading motivation and reading.

This paper investigates the current situation of classical reading of college students from various aspects, such as reading environment and reading guidance. At the same time, some students are selected for in-depth interviews to enrich and verify the results of the questionnaire survey. The results are as follows:

(1) Paper books are still a very important way for college students to read classics. They believe that paper books are convenient for deep reading and permanent preservation. These reading preferences are temporarily unsatisfactory for digital reading. However, the survey also shows that digital reading, such as mobile phone reading, has occupied a large part of College Students' reading styles, and the use of digital reading for classical reading is not everyone's wish.

(2) Absence of deep reading and fragmentation of reading content. Surveys show that when readers in micro-era click on search engines easily, leaping, fragmented information and multi-sensory stimulation audio-visual images will appear immediately, which leads to skimming, quick browsing and scanning, etc. The proportion is relatively high, which easily makes college students' reading superficial. It is difficult for them to transform the valuable part of classical texts into their deep thinking ability and analysis. More than half of the respondents preferred to read fragments or simplified versions of the original rather than the original itself.

(3) More than half of the respondents indicated that the lack of reading guidance and the obscurity of some classical works made classical reading difficult. Some of the respondents were

not satisfied with the amount of classical books and the atmosphere of classical reading in the library. As an important position for the promotion of classical reading on campus, university libraries should strengthen the construction of digital libraries, establish reading space with classical reading atmosphere, construct an effective guiding mechanism for classical reading, and guide college students to continue and effectively read classical books.

4. Strategies for University Libraries to Lead Classic Reading on Campus in the Era of Micro-reading

Faced with the harsh reality that college students are far away from classical reading in the era of micro-reading, university libraries with deep accumulation and natural advantages of classical reading service should make use of their rich professional and authoritative resources, grasp the laws and characteristics of information dissemination in the micro-era, actively explore new elements, and establish a long-term mechanism of classical reading service.

(1) Explore and disseminate high-quality texts, and combine classical and popular versions.

Surveys show that classics are more and more distant from college students, and a large number of simplified books such as "new editions" and "boiled" are more popular with them. However, most of these deduced works are far from the essence of the original works. This requires university libraries to screen text information and act as gatekeepers for readers. First of all, libraries should occupy the source of "micro-reading" information release, make use of various micro-technology platforms to deeply understand the reading needs of College students, verify, excavate, classify and process the disseminated texts, establish a "fine reading navigation" database, regularly promote personalized excellent bibliography, and attract college students' attention to the library-centered reading system. Secondly, to help college students choose the most popular editions of the original works from authoritative publishing houses, such as the Chinese Book Bureau, the Commercial Press and the People's Literature Publishing House, or to make full use of the high-quality annotations, comments and related reference books of authoritative experts, so as to enhance the academic and intellectual nature of College Students' reading classics.

(2) Expanding the cohesion of the platform and enhancing the attraction of classical reading

University libraries should make full use of the communication mechanism of micro-reading, which has a wide audience, timely dissemination and strong interaction, and organize colorful reading promotion activities to inherit the excellent Chinese culture. Firstly, micro-reading devices such as Wechat, QQ and blog are used as communication platform to absorb college students to participate in the audio-visual adaptation of excellent culture. Classics are disseminated in the form of animation, rap, micro-video and other popular audiences, so as to improve their participation and experience. On the other hand, we should carry out various forms of classical book promotion services, such as micro-marketing, micro-publicity and micro-promotion, so as to make the reading process happy and intelligent. We should integrate classical bibliographic recommendation, reading, photography and painting into one and micro-exhibit on social media to achieve the purpose of promoting the reading volume of classical books. In addition, a micro-book review contest can be held to guide college students to share their classical reading experience, select the stars of classical reading, and ignite their passion for reading classics.

(3) Perfecting the micro-library and creating the convenience of classical reading

With the popularization of smart mobile devices, micro-reading is changing readers' life style and spiritual life in an all-round way. Therefore, university libraries should keep pace with the times, expand the function modules of mobile digital libraries by using computer, Internet and new media technology, reorganize and optimize the digital information of classical works, and guide college students to read classics. On the one hand, the classics are digitally classified and processed, and through information reorganization, columns such as "Famous Master's Guide", "Classic Original", "Excellent Chapter" and "Expert Comments" are set up, which are published on the mobile library website, or the web pages are presented in the form of links, so that the readers can read and download quickly. On the other hand, we should set up a special team of librarians, with the help of various Internet open platforms, establish librarians blog groups, library microbar, micro-journals,

etc., to recommend classic works. At the same time, experts and scholars with profound academic accomplishments are invited to hold regular lectures on classical reading. Through the way of Wechat Public Number and Micro-blog, students are invited to participate in the lectures, and they are guided to find a balance between extensive reading and intensive reading, so as to prevent blind reading.

(4) Creating Classic Reading Space and Strengthening the Complementarily of Traditional Reading and Digital Reading

According to the survey, traditional reading is still the mainstream of College Students' classical reading, and digital reading has not surpassed the traditional "books", but its increasing momentum can not be underestimated. Therefore, university libraries should actively bring into play the advantages of traditional reading in breadth and depth, further integrate new media technology means, and integrate the two, so as to produce good communication synergy. On the one hand, we should break the traditional pattern and create a free and harmonious classical reading environment according to the reader's reading psychological characteristics. For example, classical reading rooms, special exhibition halls, classical bibliographic columns, showcases full of classical culture and propaganda boards of various famous sayings and aphorisms should be set up to enable readers to get close to excellent human cultural classics in a short time and one-stop manner. On the other hand, we should make rational use of the advantages of digital reading in terms of transmission speed, efficiency and cost, popularize classic books in music, pictures and movies, and update the equipment and varieties of digital reading in the museum, explore the new mode of "Internet +" development, and integrate the library website with WeChat, micro-blog, micro video and other technologies, so that library services can be embedded in college students. Daily life, cultivate their good reading habits of loving classics and deep reading

5. Conclusion

As the key target of national innovative talents training, how to effectively utilize the unique communication mechanism of micro reading, guide the classic reading behavior of college students, construct the "Internet +" classic reading promotion mode, and create the classic reading atmosphere of university campus, is an important topic for universities to create cultural self-confidence. Firstly, this paper analyses the five reading characteristics in the era of micro-reading. Then, aiming at the universities in Guangzhou, this paper investigates the status quo of College Students' classical reading from various dimensions. Based on the findings and problems found, it puts forward the strategies of University Libraries leading the classical reading in the era of micro-reading, with a view to providing University librarians and researchers with classical reading for providing reference.

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