Introduction to Popularization of University Libraries for Local Citizens

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Abstract: It is very necessary for university libraries to introduce their development, status quo and services provided by internal and external organizations to local citizens. However, current theoretical research and practice are rarely involved. The language description should be easy to understand, the content introduction should grasp the excitement of the citizens, and the service should be targeted. The university library introduces the three principles of popularization to the local citizens.

1. Introduction

The report of the 19th National Congress of the Communist Party of China pointed out that the main contradictions in China at this stage have been transformed into contradictions between the people's growing needs for a better life and the development of unbalanced development. The people's better life needs to be more extensive, not only for material and cultural life. Higher requirements and growing demands for democracy, the rule of law, fairness, justice, security, and the environment. The specific strategic objectives of various regions and cities in realizing the great rejuvenation of the Chinese nation, such as the Second Plenary Session of the 13th CPC Chengdu Committee (2017), suggest that Chengdu should fully shape the development environment and enhance the city's soft power and build it into The world's cultural city; Chengdu's "13th Five-Year Plan" also clearly pointed out that "Chinese dreams and socialist core values must be deeply rooted in the hearts of the people, and the quality of citizens and the level of social civilization are generally improved." Under such a background, the general public understands the historical origin, changing trend, development status and service content of the libraries of higher education in the region, which plays an important role in promoting the overall development of the citizens, improving their quality and achieving the strategic goals of urban economic and social development.

University libraries are extremely important for the construction of the school itself. American educator Daniel C. Gilman once said, "The university library is the heart of the university. If the heart is weak, all departments will be affected. If the heart is strong, all departments can be excited." Former Shanghai University (now Shanghai Institute of Technology) University President Francis J. White has a deeper understanding of the university library: "Any university can't live without a library; as long as there is a library, no matter whether it is lacking, the university can run as usual." Guo Moruo Mr. called for a good university library. "Running a university library is equivalent to running half of a university."

The university library is the soul purification department and work gas station of ordinary citizens. "Books are the ladder of human progress." "Reading history makes people wise, reading poetry makes people show, mathematics makes people thoughtful, science makes people profound, ethics makes people solemn, and logical rhetoric makes people eloquent"; The museum is the "sea of the book". Understanding the university library and "embracing" the university library can improve the quality of the citizens and purify the soul of the citizens.

Serving the society is an important responsibility of the university library. The Regulations of the General Colleges and Universities (Revised) (2015, Ministry of Education) pointed out that the library of higher education institutions is "the information resource center of the school" and one of its main tasks is to "actively participate in the sharing and sharing of various resources. Information resources advantages and professional service advantages serve the society; Article 48 of the Public

Library Law of the People's Republic of China (2017) states that "the state supports school libraries, research institutions libraries and other types of libraries open to the public. "This shows that the university library bears the social responsibility of serving the whole people (the university library is open to the society and is the trend of world development); making full use of the information resources and social service functions of the university libraries in the region can be targeted Increase citizen knowledge and better serve the economic and social construction of the region. Moreover, university libraries are more vivid and more detailed than the collections and social services provided by the general social library.

The history of the development of university libraries is an important reflection of the history of social progress. The history of the development of university libraries in various regions is a historical epitome of China's revolutionary construction and reform and opening up, and the development of China's higher education. It is a historical witness of human science and technology progress, a historical component of the sublimation and practice of library science theory, and also a local the history of the civic cultural quality and scientific literacy is constantly improving.

In the eyes of many ordinary citizens, the library is the document and information center of higher education institutions. It is an important place for study and scientific research. It is a sacred and serious temple of knowledge. It is a place where the soul yearns for it but stays away from it. The introduction of popularization of university libraries for local citizens is to introduce the development and current situation of the university library and the service content in a language that is easy to understand and interesting, and to unveil its "mystery", so that the citizens can truly "zero distance" from the soul. "Contact with it." Therefore, introducing popular science is a good form for the public to understand the university library.

Introducing science popularization to university libraries for local citizens, in particular, it has at least the following meanings: 1 For colleges and universities, it is important for them to give full play to the functions of social service and cultural inheritance, and to solve the problem of "last mile" in close connection with local ordinary citizens. Initiative. 2 As a social citizen serving, to understand the history, current situation and development trend of local university libraries, we can improve cultural quality and scientific literacy, and cultivate socialist core values; as a social builder of service objects, understand the university libraries in the region. Information storage, transmission and service functions (including social services) are conducive to promoting local economic and social development; parents of students who serve as clients, understand the development status of university libraries, and help to guide and guide children to better learn professional cultural knowledge; As a local citizen who serves, understanding the great achievements of the development of university libraries in the region is conducive to enhancing the "four self-confidence" and the pride of being a local citizen.

2. The main problems in the theoretical research and practice of the introduction of university libraries to local citizens

Theoretically, although there are many related research results, their pertinence is not strong and research methods need to be improved. In theory, it mainly focuses on the development of libraries or university libraries. There are three main types of descriptions and researches on the development of university libraries: 1 Talk about "previous and modern life" for specific general libraries and public libraries, such as Nanjing Library (2011), Zhonghua Bookstore Library (2015), and Xuan City Library (2016) and Hezhong Library (2017); 2 said "previous and modern life" to specific university libraries, such as Hebei University Library (2013), Hunan University Library (2015), Jinggangshan University Library (2017), etc. 3 Serious research on the origin and development of university libraries in general or specific university libraries, how to establish the people (2003) "Construction and Development of University Libraries" (China Science and Technology Press), Shu Chunde (2004) "Review of the Development History of Chinese University Libraries in the Past Hundred Years" (China Library Society Annual Meeting), Long Runzhen (2008) "New China University Library Development History Research" (Shandong University Master thesis), Wang Xirong (2014) "Big World The monument in the library: the predecessor of the

Zhanen Memorial Library (Shanghai Jiaotong University Press) and so on.

From the above point of view, the descriptions and researches of relevant personnel and scholars have achieved a lot of results, but for the general public system to understand and understand the university library, at least four aspects need to be resolved: First, "talk" "Individual" libraries cannot be studied. The general public has obtained very little from them. For example, the above-mentioned "individual" and "study" of public libraries and university libraries, "previous life and life", is very short, hundreds of words. Or about a thousand words, like prose and narrative, mainly about history, the status quo of the library operation and the services provided are rarely involved; the second is to "deeply study" the development of the library, the general public respects it, such as the third The real serious academic research, although systematically explored and dissected the development process and related status of Chinese university libraries, but the academic taste is too strong, not suiTable for the general public to read; the third is the lack of information age and artificial intelligence era The future description of university libraries lacks a grand blueprint, and the public discounts the library's yearning. From the existing research, few college books are involved. Description and analysis of future trends. The fourth is the lack of popular science readings and descriptions of the university libraries for the citizens of the region.

From a practical point of view, there is almost no development or operation of the specific university libraries introduced to the local citizens. In our country, each university's library has its own introduction. Its contents generally include history and current status, resource construction, reader services and subject services. The object seems to have no restrictions, in fact, mainly for the teachers and students of the school. Since most of our libraries are not open to social readers (including alumni who have graduated or transferred from school), even some libraries that are limited to open to the outside world have few library descriptions for local general public readers. Therefore, it is almost impossible for local citizens to understand the contents of the university library's services to the public from these introductions and to obtain services from them.

3. The introduction of popularization strategies for college libraries facing local citizens

Facing social services, especially for local citizens, is the historical mission of university libraries in the new era. At this stage, the situation of university libraries in China facing social services is not optimistic. At present, some university libraries in only a few regions in China have limited opening to the outside world. Most university libraries only provide services for teachers and students of the school, and the public is excluded from the service targets; even those few college libraries that serve the society. There are time or resource restrictions on the service or access to the public, and some are paid. The faculty and staff are transferred from the school or the students graduate, and their access to services is generally cancelled. The concept determines the action. Without a plan to directly serve the community (especially the local citizens), it is impossible to introduce the university libraries that serve them to the general public. Of course, it is even more impossible to use the method of popularization to make the introduction more accessible to the public. like. The functions of colleges and universities, the requirements and promotion of the legal system, the goals of local economic and social development, the degree of development of management science and information technology, the resource advantages of schools, and the practice at home and abroad all fully explain social services, especially to local The provision of services by the public is a must for university libraries in the new era and can fulfill their historical mission. Therefore, it is a must and should be done to introduce the university library to the local citizens using the method of popularization.

The university library for local citizens introduces popular science, its direct purpose attracts the attention of local citizens to the university library, has a strong interest and goodwill to the university library, and then understands the development of the university library and the services provided to the society, and ultimately facilitates Local citizens go to university libraries to study or visit.

The general principle is to write the introduction of university libraries for local citizens into popular science books. Specifically, it can be considered from the following aspects:

The service objects introduced by the library are the majority of local citizens, not experts and scholars. Their educational level is not high enough or even low, and the cultural and industrial backgrounds are quite different. Therefore, in the introduction of university libraries, the language requirements must be easy to understand, and the three-dimensional dynamics of alphanumeric charts can be combined, so that most people can understand at a glance. Do not start on the content of the introduction, "high on the", the proper nouns with foreign languages flying, so that people do not know what to say, this introduction will probably fail. Of course, the popular description, avoid exaggeration and inappropriate analogy, must have a scientific and correct political position.

The introduction of university libraries for local citizens should be relatively more and more detailed, and the citizens can really get what they need. However, there must be excitement in the content introduction, readers are willing to read it, and get what they need from happiness. This paper believes that the following aspects are worth considering. 1 to introduce the development of the library. The so-called "historical evolution" should be written well. Without history, there would be no culture. There would be no sense of heaviness; if the development was written well, the readers would "respect for the sake of life" and felt that they had come to "the hall of knowledge" and the "education of culture". The development description of the library should not only be combined with the development of the school, but also can be combined with the overall development of Chinese and local university libraries, so that readers can perceive the status of the library in the university library. 2 to look forward to the future of the library. To outline the development blueprint of the school's library, the development plan of the school's physical library and digital library (including the application of artificial intelligence) is presented to the readers, so that readers have unlimited beauty in the library. 3 Introduce the celebrity events of university libraries. Well-known curators, well-known scholars, well-known donors, celebrity inscriptions, celebrity reports that have come out of the library or are connected with the library, the specific places where outstanding alumni have studied or worked in the library, and the museum Some other important educational events. 4 can meet multiple levels of demand. In the content of the introduction, it is generally necessary to have the purpose and development goals of the library service, historical evolution, organizational system and collection resources, research and development, service content, and warm tips. Among them, some introductions (such as collection resources, research and development, service content) can be hierarchical, and can continue to visit or understand according to the needs of readers.

4. The service should be targeted

The services provided by the university library to the local citizens should be particularly targeted, so that readers (visitors) feel the need to go and be willing to go, "not worth the trip." For example: 1 emphasizes the content of the service. It is necessary to introduce what services can be provided to readers inside and outside the school, especially to provide a detailed and clear description of what services can be provided to external readers. 2 Emphasize featured resources and recommended resources. In order to serve the citizens, university libraries must first consider the needs of local social and economic development. Therefore, on the basis of introducing the general resources of the library, we should introduce the special resources of the museum (such as meteorology, statistics, finance, transportation, tourism, food, Recommended resources and services, such as accounting and other services, and (such as for the needs of the city's social and economic development). 3 to meet the needs of personal ordering. The reader (visitor) may be a casual citizen, a child's parent, a backbone of the industry, a financial expert, a food expert, etc., who can use modern communication technology to access the library. Under certain conditions, individuals should be allowed to order specific needs. Obtain or go to the physical library to obtain specific information or services. 4 static introduction combined with going out of campus. Introducing university libraries for local citizens, not only on campus and online, but also going out, such as going to parks, to communities, or to other public places and densely populated areas. In this way, the university library has a good reputation, reputation and closeness among the citizens. Everyone like this library wants to see it.

5. Conclusion

It is very necessary for university libraries to introduce their development, status quo and the content of services provided by them to the local citizens. However, current theoretical research and practice are rarely involved. The language description should be easy to understand, the content introduction should grasp the excitement of the citizens, and the service should be targeted. The university library introduces the three principles of popularization to the local citizens.

Acknowledgements

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