

## Research Status and Analysis of Traditional Culture Reading Promotion in Chinese Libraries (Postprint)

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### Abstract

[Purpose/Significance] Analyzing the current status, hotspots, and existing problems in research on library traditional culture reading promotion is of great significance for libraries to effectively conduct traditional culture reading promotion activities. [Method/Process] Based on the definition of traditional culture concepts, this study adopts keyword frequency statistics and co-occurrence network analysis methods to systematically review the current status of research on library traditional culture reading promotion, and through content analysis, examines the main topics of this research from the perspectives of promotion subjects, promotion content, promotion targets, and promotion methods. [Results/Conclusion] Research on library traditional culture reading promotion shows an overall growth trend, while certain disparities exist. Current research hotspots include libraries' mission and responsibility, the significance of traditional culture reading promotion, promotion strategies, reading methods and content for traditional culture, and existing problems in traditional culture reading promotion. Addressing the limitations and shortcomings of existing research, this study proposes that future research should consider three dimensions that combine readers, traditional culture, and libraries, starting from readers' reading interests to examine reading resources for traditional culture, reading guidance for traditional culture, and reading formats for traditional culture.

### Full Text

#### Abstract

[Purpose/Significance] Analyzing the current status, hotspots, and existing problems in research on library promotion of traditional culture reading is of great significance for libraries to effectively carry out such activities. [Method/Process] Based on a definition of traditional culture concepts, this

study systematically reviews the current state of research on library traditional culture reading promotion using keyword frequency statistics and co-occurrence network analysis. Through content analysis, it examines major research topics from the perspectives of promotion subjects, content, target audiences, and promotion methods. **[Result/Conclusion]** Research on library traditional culture reading promotion shows an overall growth trend, though with certain variations. Current research hotspots focus on the mission and responsibility of libraries, the significance of traditional culture reading promotion, promotion strategies, reading methods and content of traditional culture, and existing problems in such promotion. In view of the limitations and deficiencies of current research, future studies should adopt a three-dimensional approach combining readers, traditional culture, and libraries, starting from readers' reading interests to investigate traditional culture reading resources, reading guidance, and reading forms.

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## 1. Conceptual Definitions of Traditional Chinese Culture and Library Traditional Culture Reading Promotion

### 1.1 The Concept of Traditional Chinese Culture

Traditional Chinese culture represents the crystallization of the wisdom of the Chinese nation and the cultural foundation for its survival and development. General Secretary Xi Jinping attaches particular importance to traditional Chinese culture, drawing considerable wisdom for governance from it. He regards excellent traditional Chinese culture as the spiritual home of the Chinese nation and the root and soul of national prosperity from the perspective of realizing the Chinese Dream and advancing socialism with Chinese characteristics, emphasizing its important role in establishing correct worldviews, outlooks on life, and values, as well as its global cultural significance [1-2]. The “Opinions on Implementing the Project for Inheriting and Developing Excellent Traditional Chinese Culture” issued by the General Office of the CPC Central Committee and the State Council on January 25, 2017, points out that with profound changes in China’s economy and society, expanding opening-up, and rapid development of internet technology and new media, exchanges and clashes among various ideologies and cultures have become more frequent. There is an urgent need to deepen understanding of the importance of excellent traditional Chinese culture and further enhance cultural consciousness and confidence, as well as to deeply explore its value connotations and further stimulate its vitality [3]. The document emphasizes that the promotion and publicity of traditional culture is a mission entrusted to libraries by the times. The report of the 19th CPC National Congress further proposes to deeply explore the excellent traditional

Chinese culture.

Due to different understandings of culture among cultural scholars, the concept and connotation of traditional Chinese culture also vary considerably. Since the 1980s, numerous works have studied traditional Chinese culture, yet no clear and precise definition exists. Most research interprets excellent traditional Chinese culture from perspectives of scope, content, characteristics, functions, core concepts, and humanistic spirit, providing helpful references for understanding and studying it. Zhu Yaoting defines it in terms of scope, considering traditional Chinese culture as ancient Chinese culture, specifically culture before the Opium War in 1840 [5]. Lou Yulie defines it in terms of content, arguing that traditional Chinese culture mainly consists of Confucianism, Buddhism, and Taoism, all advocating self-reflection and self-improvement [6]. Huang Gaocai views traditional Chinese culture as excellent traditional Chinese culture itself—the inherited and developed culture of the Chinese nation with distinctive national characteristics, a long history, profound depth, and fine traditions [7]. Li Zonggui considers excellent traditional Chinese culture as the essence, spirit, and grandeur of Chinese culture [8]. Zhang Dainian believes that although culture contains multi-level and multi-faceted content, the core of traditional Chinese culture lies in traditional Chinese philosophy, particularly its worldview, values, and modes of thinking [9]. To promote the fine traditions of traditional Chinese culture, he argues, we must first promote the fine traditions in traditional Chinese philosophy, whose scope spans from the Zhou-Qin period to the Ming-Qing era. The four major fine traditions are materialism and atheism, dialectical thinking, human-centered thought, and patriotism [10]. Zhang Qizhi identifies the basic concepts of excellent traditional Chinese culture as the learning of heaven and humanity, change, and integration [11]. Qian Mu considers traditional Chinese culture as “peace-oriented,” yet “within this peace culture lies a vigorous and unceasing spirit of struggle” [12], thus characterizing it as a culture of peace and self-improvement.

In summary, researchers have interpreted the essence and core of traditional Chinese culture from different angles, discussing how the core content of the Chinese national spirit is “self-improvement and bearing great virtue” [10]. The author believes that the connotation of traditional Chinese culture includes three aspects: first, approximate scope, including temporal and spatial dimensions; second, main content, including core concepts, moral essence, and humanistic spirit; and third, components unique relative to Western culture. Since the background of proposing “traditional culture” is in opposition to Western culture, traditional Chinese culture must be unique to the Chinese nation. The author argues that the traditional Chinese culture to be promoted is excellent traditional Chinese culture—the ancient culture created by the Chinese nation and its ancestors living on Chinese land from the pre-Qin to Ming-Qin periods, representing the unique spiritual identity, core concepts, excellent moral traditions, and noble humanistic spirit of the Chinese nation. It constitutes the unique value and ideological system through which the Chinese nation views the world, society, and life.

## 1.2 The Concept of Library Traditional Culture Reading Promotion

Examining the emergence and development of modern libraries in China, they have roughly experienced three historical stages: from closed to open, from serving only certain groups to universal access for the whole society, and from passive service provision to active promotion. Library services have also undergone three distinct phases: document services (traditional library services such as lending and reading), information services (such as reference consultation and information retrieval), and reading promotion. Reading promotion represents proactive service that integrates document and information services, delivering literature and information to readers through diverse activities and means [13]. Library traditional culture reading promotion refers to libraries' service promotion of traditional culture—actively presenting traditional cultural documents and information to readers through activities or other means. As repositories of literature and the “second classroom” in universities, libraries' primary task in traditional culture reading promotion is to publicize and promote classic Chinese traditional works that inspire the spiritual growth of university students, stimulating their interest in reading such classics and motivating their engagement.

## 2. Research Overview

### 2.1 Research Methods

To comprehensively understand the current state of research on traditional culture reading promotion in Chinese libraries and accurately grasp research themes, the author utilized the academic auxiliary analysis system “Soudi” (covering CNKI, Chaoxing, Wanfang databases) available at the author's institution to collect and analyze literature data. Using the search terms “library” + “traditional culture reading promotion,” the system retrieved 366 documents after deduplication and screening as of September 10, 2018. Each document included title, author, publication, year, keywords, abstract, and access information. Visual analysis of these 366 documents was conducted, focusing on reading and summarizing relevant literature based on high-frequency keywords.

### 2.2 Data Analysis

Based on visual analysis from the “Soudi” system, this study analyzes the current state of library traditional culture reading promotion research from three perspectives: publication channels, journal academic development trends, and high-frequency keywords.

**Publication Channels.** Journal articles constitute the largest proportion of research output at 59.8%, followed by information news at 20.2%, indicating that traditional culture reading promotion has gained certain influence and attracted media attention. Yearbooks and dissertations rank third at 8.19% and 5.46% respectively, while scientific achievements and case analyses are relatively

few, suggesting that research on library traditional culture reading promotion remains in its infancy. Among book publications, only “Most Beloved Nursery Rhymes” edited by Lü Mei focuses specifically on this topic, with the other three books only partially addressing it [Figure 1: see original paper].

**Journal Academic Research Output.** As a core document form in academic exchange systems, journal articles effectively reflect research dynamics in a discipline or field. [Figure 2: see original paper] shows that relevant research began in 2009, with a small peak in 2010, followed by relative quiet. Another research peak emerged in 2014, with a downturn in 2015. The years 2016 and 2017 saw relative prosperity, reaching 65 papers in 2017, with an overall upward growth trend. Compared with the flourishing library reading promotion research (see [Figure 3: see original paper]) and China’s overall traditional culture research (see [Figure 4: see original paper]), this research area remains weak and requires strengthening. Library reading promotion research has shown steady growth since 2009, with annual paper numbers doubling after 2012, reaching 2,364 papers in 2017—36 times the number of journal articles on library traditional culture reading promotion (see [Figure 3: see original paper]). Traditional culture research has shown a linear upward trend since 2009, exceeding 60,000 papers in 2016 and peaking at 68,890 papers in 2017—1,043 times the number of library traditional culture reading promotion journal articles (see [Figure 4: see original paper]).

**High-Frequency Keywords.** To visually grasp research hotspots in library traditional culture reading promotion and understand associations between different research themes and central issues, the author generated a visual co-occurrence network using a keyword co-occurrence matrix. Dot size indicates keyword co-occurrence frequency (larger dots = more frequent co-occurrence), while line length indicates correlation with central issues (shorter lines = stronger correlation) [Figure 5: see original paper]. In [Figure 5: see original paper], keyword frequencies are: public library (36), university library (33), traditional culture (22), nationwide reading (21), classic reading (20), reading (9), promotion (7), Chinese traditional culture (6), cultural confidence (6), cultural inheritance (5), children’s reading (5), new media (5), China Library Association (5), innovation (4), and existing problems (4). Based on keyword-related literature, research concentrates in two library domains: public libraries and university libraries, each with different emphases. Public libraries focus on nationwide reading and children’s reading, while university libraries emphasize classic reading behavior among college students and new media reading promotion. Research hotspots present five major themes: the mission and responsibility of libraries, significance of traditional culture reading promotion, innovative strategies for traditional culture reading promotion, reading methods and content of traditional culture, and existing problems in library traditional culture reading promotion.

### 3. Analysis of Research Hotspots

#### 3.1 The Mission and Responsibility of Libraries in Traditional Culture Reading Promotion

**Traditional Mission.** As a historical product of human civilization's progress, libraries' value lies in their social responsibilities and missions. They systematically collect, preserve, and organize documentary information, embodying truth, goodness, and beauty, gathering the most precious spiritual wealth of humanity, inspiring wisdom, elevating spiritual realms, and shouldering social duties and historical missions to promote civilization [14]. As literature and information centers with rich traditional cultural resources, libraries can provide relatively comprehensive and systematic traditional literature services and should naturally assume the responsibility of inheriting and promoting excellent traditional Chinese culture. They should leverage their advantages in resources, platforms, talent, and space to vigorously promote research and practical exploration of traditional culture reading promotion [15-16]. As early as the 1920s, Du Dingyou explicitly stated in his book *General Theory of Libraries* [17]: First, culture should be promoted through publicity. "Culture cannot move by itself; it must be moved by people. Merely preserving without promoting renders culture static and without progress." Libraries should promote culture through publicity. Second, libraries are the best institutions for cultural promotion. "Taking advantage of the situation yields twice the result with half the effort; there is no better place for cultural promotion than libraries." Libraries possess unique advantages and are the most suitable institutions for cultural promotion. Third, libraries should promote traditional Chinese culture. "Chinese culture has the earliest enlightenment, and its books are the most numerous in the world. Today, Western culture is gradually encroaching eastward, seeking to usurp our inherent culture. Therefore, libraries should strengthen the promotion of Chinese culture to the world, making the world aware of the richness of our culture." Promoting traditional Chinese culture is thus the traditional mission of libraries.

**Contemporary Responsibility.** The *Public Library Law* enacted on November 4, 2017, states: "Public libraries are important components of the socialist public cultural service system and should take promoting, guiding, and serving nationwide reading as important tasks." It further specifies that "public libraries should promote nationwide reading through reading guidance, book exchanges, speech and recitation activities, and book sharing." This legally establishes reading promotion as a library's obligation. Traditional culture constitutes important content for library reading promotion, making traditional culture reading promotion a legal duty and responsibility of libraries. Since the 18th CPC National Congress, traditional Chinese culture has received high attention from the Party and government. The *Opinions on Implementing the Project for Inheriting and Developing Excellent Traditional Chinese Culture* issued on January 25, 2017, requires increased publicity and education of traditional culture and full utilization of public cultural institutions like libraries,

cultural centers, and museums in inheriting and developing excellent traditional Chinese culture. This is the first central document specifically addressing the significance and clear objectives of traditional culture inheritance and development, aiming to basically form a system for inheriting and developing excellent traditional Chinese culture by 2025, with coordinated progress and important achievements in research, education, preservation, innovation, and communication. Traditional culture reading promotion is an important task assigned to libraries by the Party and government and a mission entrusted by the times. Libraries should fully leverage their status and roles as cultural, information, and learning centers, utilize their natural advantages in possessing complete collections of traditional cultural classics, and combine traditional culture reading promotion with practicing socialist core values, cultivating healthy psychology among college students, and enhancing cultural confidence, thereby becoming guides and undertakers of classic reading [19].

### 3.2 The Significance of Traditional Culture Reading Promotion

**The Intrinsic Value of Traditional Culture.** Humans are human because of “humanistic cultivation”—people should “complete themselves” within historical culture and perfect their personality [20-21]. Traditional Chinese culture contains strong rationalism and humanistic spirit, emphasizing personal cultivation and moral practice, which holds important significance for human development. With profound and extensive content including wise philosophical thoughts, complete social moral systems, brilliant literary and artistic achievements, unique language and character forms, vast cultural literature, diverse regional traditional cultures, rich ethnic customs, magical traditional Chinese medicine, and science and technology that emerged earliest and once led the world, traditional Chinese culture is the root and soul of the Chinese nation and its spiritual home. It has exerted profound and lasting influence on Chinese descendants throughout its long development [22]. Excellent traditional Chinese culture embodies the wisdom of millennia of civilization, containing rich humanistic care, life consciousness of harmony between heaven and humanity, vigorous self-improvement and proactive life attitudes, benevolent moral pursuits, and the gentleman personality of inner sageliness and outer kingliness. It possesses the excellent moral and ethical qualities most needed by modern society and serves as a beacon guiding people toward truth, goodness, and beauty. In an era dominated by fast reading, shallow reading, and fragmented reading, traditional culture classic reading can enrich readers’ imagination, stimulate creativity, cultivate focused and thoughtful deep reading qualities, and foster important virtues such as introspection, benevolence, and humility. It can enlighten minds, nourish souls, elevate realms, and powerfully counteract the complexity and noise of modern technological society. Traditional culture benefits people’s spiritual and mental growth, contributes to personality development, and helps foster correct understanding of society, others, and the self, thereby enhancing the cultural literacy of the entire nation. It should be a priority content for library reading promotion [23-25].

**National Reading Conditions.** The famous African American leader Martin Luther King Jr. once said: “The prosperity of a nation depends not on the abundance of its treasury, the strength of its castles, or the splendor of its public facilities, but on the civilization of its citizens” [26]. For a long time, traditional classic reading has not received adequate attention in national reading content. Recommended reading lists in basic education contain disproportionately few traditional classics. Statistics from library borrowing rankings at famous domestic universities show that almost no ancient Chinese classics such as the Four Books and Five Classics or Four Great Classical Novels appear at the top, and it is difficult to find traces of classical Chinese poetry even in the top 10 or top 100 books [27-29]. These phenomena indicate: First, under the influence of consumerism, entertainment, and network technology, the post-90s generation has become surfers lost in the ocean of information, losing the traditional reading spirit of scaling mountains of books. Second, the fast pace and high pressure of modern life leave little time for quiet reading. Even young people, whose primary occupation should be reading, must shift their focus to utilitarian reading due to heavy schoolwork and pressure for further education and employment. Third, adaptations and deconstructions of classics have caused them to lose their original value or even become vulgarized, alienating people from classics. Fourth, the strong advancement of Western culture has resulted in fewer Chinese people today understanding the essence of their own national culture. It is imperative for libraries to return to traditional classics, promote traditional culture, enable young people to absorb the spirit of national culture from classics, trace their roots, and find spiritual sustenance, thereby improving the cultural literacy of the entire nation. This is also an important way for libraries to fulfill their educational function and demonstrate the true value and mission of reading promotion [30-33].

### 3.3 Strategies for Traditional Culture Reading Promotion

**Cooperation Strategy.** Cross-boundary and cross-departmental cooperation has become a consensus in library traditional culture reading promotion. Traditional culture is profound and often difficult to understand. In-depth reading promotion requires specialized talent in traditional culture that cannot be completed solely with existing library personnel. Libraries need to adopt “combination punches,” actively explore multi-channel cultural communication models, and seek win-win cooperation by leveraging respective advantages. Ancient poetry chanting public classes, as cultural products combining ancient academies with modern libraries, represent beneficial explorations in innovating traditional culture service forms. Since July 2015, Heilongjiang Provincial Library has jointly offered ancient poetry chanting public classes with Professor Liu Dongying, a doctoral supervisor at Heilongjiang University. Grounded in ancient poetry literature as the foundation for reading promotion, the classes utilize popular activity forms to inherit and spread poetry education throughout Heilongjiang, integrating courses with activities and coordinating online and offline activities to enhance public awareness of and interest in traditional culture, pro-

mote nationwide classic reading, and make positive contributions to promoting excellent traditional Chinese culture [34].

**Local Culture Strategy.** Local culture is part of traditional culture. By combining university discipline construction with collection resources to research and publicize local characteristic traditional culture, libraries can create distinctive regional features and personalized service spaces for reading promotion, enhancing readers' sense of belonging and pride. In local culture reading promotion, various libraries focus on local cultural elements to develop diverse activities. For example, Beijing Library's "Famous Scholars Guide You Through Beijing" invites renowned scholars to lead citizens in touring Beijing's historical sites and former residences of famous figures, promoting in-depth understanding of Beijing's history and encouraging reading of social science and historical books. Shenyang Normal University Library has conducted reading promotion activities with distinct regional characteristics such as "Fengtian Flames · Shengjing Memory" and "Manchu Culture," closely integrating campus reading with social reading and library literature reading with local culture reading, effectively expanding pathways for library traditional culture reading promotion. Libraries such as Tianjin University of Technology and Education's "Tianjin Culture and Art Characteristics Database," Yuncheng University's "Hedong Culture Special Database," Inner Mongolia University of Science and Technology's "Inner Mongolia Yinshan Culture Characteristics Database," and Zhenjiang College's "Zhenjiang Culture Special Database" provide online platforms for local cultural resources for reading promotion [35].

**Fashion Strategy.** No matter how much we emphasize the significance of classics, it is less effective than exploring their contemporary value and igniting readers' interest. Libraries possess rich traditional culture collection resources, yet many books remain untouched on shelves for years. While most libraries' simple and straightforward reading recommendations are ignored, creative recommendations receive great appreciation. For instance, Chongqing University Library launched a Weibo reading promotion column titled "Books You Must Read in *Nirvana in Fire*," combining the popular TV drama with traditional classic reading recommendations. By first describing books read by characters in the drama and then introducing collection information, it naturally recommended traditional Chinese classics such as *Records of the Grand Historian*, *Huainanzi*, *Shennong Bencaojing*, and *Huangdi Neijing* to readers, receiving widespread praise and triggering numerous likes and comments on Weibo [36]. Chongqing University Library's traditional culture reading promotion is noteworthy for: (1) combining traditional classics with new media, using Weibo (preferred by readers) for promotion to trigger interaction; and (2) combining traditional classics with fashion trends, perfectly integrating popular TV dramas with reading promotion to revitalize traditional classics with contemporary vitality and attract widespread attention and interest.

**Scene-Based Strategy.** Libraries possess abundant traditional classic literature and good reading environments. By concentrating and displaying tra-

ditional classic literature, creating traditional culture reading spaces, and conducting related reading promotion activities, libraries can amplify promotion effects, create traditional culture reading atmospheres, increase readers' sense of familiarity and experience, and subtly influence them with traditional culture. Shenzhen Library's "South Study Room" classic reading space, established in 2013, integrates reading guidance, ideological exchange, and library service promotion, "promoting classic reading and advancing excellent culture," achieving remarkable promotion effects [37]. Tongji University Library's "Wenxue Hall" is a traditional culture inheritance base jointly created by Tongji University's Publicity Department and Library, integrating traditional literature borrowing, display, and discussion. Through exhibitions, interactions, experiences, and traditional forms such as reading, exchanges, and lectures, it builds a new multi-dimensional traditional culture education platform within the library, creating a thematic reading and exchange space for traditional culture [38]. According to the exposure effect in psychology, people develop preferences rather than aversions to familiar things, even when exposure is subconscious [39]. In other words, external stimuli can promote the formation and change of reading behaviors, habits, and interests. Creating traditional culture reading spaces provides readers with a good learning environment, making it an effective method worthy of promotion for influencing, inspiring, and stimulating interest.

### 3.4 Traditional Culture Reading Content and Methods

Reading surveys show that "not knowing what to read" and "how to read" are the greatest confusions for most readers in traditional classic reading, with "difficulty" being the common perception. Therefore, guidance on reading methods and content is particularly important [40].

**Reading Content.** Libraries should design different traditional classic reading activities for different reader groups based on their identities and ages, following thorough investigation and analysis of readers' knowledge structures and acceptance abilities. They should provide corresponding guidance on classic reading methods and compile traditional classic reading lists suitable for different reader groups. Classic reading list selection should follow these criteria: (1) Classics are the cultural essence of a nation and country, uniquely and representatively reflecting its cultural nature and spirit. (2) Classics are products that withstand historical and temporal tests. Works representing the Chinese nation's unique spiritual identity, containing excellent ideological essence and moral spirit, and embodying patriotism as the core of national spirit and reform and innovation as the core of the spirit of the times should be selected [41]. Influential recommended reading lists by famous scholars include Hu Shi's *A Minimum National Studies Reading List*, Liang Qichao's *Minimum Required Reading List*, Zhu Ziqing's *Introduction to Classics*, Zhang Shunhui's *Concise Bibliography for Beginners*, and Qian Mu's *Essential Bibliography of Literature and History*. Qian Mu believes that seven books—*Instructions for Practical Living*, *Reflections on Things at Hand*, *Platform Sutra of the Sixth Patriarch*, *Zhuangzi*, *Laozi*,

*Mencius*, and *Analects*—are must-reads for all Chinese [42-44]. Wang Yuguang categorizes traditional Chinese classic reading lists into eight types: Four Books and Five Classics, first four histories and *Zizhi Tongjian*, pre-Qin philosophers, other sub-department books, Tang-Song poetry and prose, other poetry and prose, classical novels, and others [45]. Reading lists serve as important guides and advice for Chinese readers throughout history, representing the experiences of pioneers and the life wisdom of sages. Libraries should introduce as many reading lists by masters and experts as possible while maintaining neutrality, focusing on content excavation and promotion, and leaving the final choice to readers [46].

**Reading Methods.** Library traditional culture reading promotion should pay more attention to reading methods and content, excavating the knowledge, aesthetic, educational, and cultural values of classics according to their characteristics, and providing guidance on classic masterpieces and reading methods [47]. First, attention should be paid to textual differences. Wu Mi believed that philosophy is vaporized life, poetry is distilled (liquefied) life, novels are solidified life, and drama is explosive life. Different works require different reading methods. Tang poetry and Song lyrics should be “slowly savored” and “quietly chanted,” while drama requires “entering the play” to experience the on-site shock of “explosion” happening to oneself. Second, return to original texts. Given that most readers currently encounter traditional classics through TV, movies, and animations, reading promotion should advocate returning to original texts and reading primary sources rather than merely interpretations, as only by returning to original texts can readers grasp the true essence of classics [48-49]. Third, respect individual differences and read one’s own life. Virginia Woolf argued in her essay “On the Freedom and Limitations of Reading” that allowing authorities—however distinguished—to enter our libraries, tell us how and what to read, and evaluate our reading would kill the free spirit of the temple of books, which is precisely the lifeblood of libraries [50]. Libraries should uphold the concept of reading freedom, not artificially defining good or bad books. The ultimate choice lies with readers, and librarians should not overstep their roles. Readers should not establish forbidden zones for themselves, nor should they believe in reading guides from experts or institutions, but should trust their own judgment, read their unique insights, and read their own lives [51].

### 3.5 Problems in Traditional Culture Reading Promotion

**Insufficient Promotion Content.** Traditional culture reading promotion has not attracted sufficient attention in the library community, resulting in poor promotion effects. While recommended reading lists exist, they lack guidance; while expert interpretations exist, they lack reference value; while reading activities exist, they lack practical help. Most libraries compile reading lists with identical content, simply listing recognized classics without considering differences in reader needs, reading foundations, personalities, ages, or interests, making

most reading guides similar and stereotyped. Many libraries invite famous professors and scholars to recommend reading lists, but these often reflect only the recommenders' own concerns and interests, lacking practical reference value and appeal for most readers, who find the difficulty too high and consequently retreat [52-53]. Many libraries have conducted traditional culture reading promotion activities, but most lack substantive content and persuasiveness, with few being genuinely moved by them, leaving readers unaware of what traditional culture resources libraries have, what contemporary significance these resources hold, or how they can aid personal growth [54-55].

**Limited Promotion Audience.** Current library traditional culture reading promotion focuses on activities, targeting only those willing to participate—always a minority. A common phenomenon is that despite extensive media publicity and normal operations, few students actively participate in reading promotion activities on large campuses. While costly and seemingly vigorous, these activities target single groups and only a minority of readers, neglecting the vast majority who do not participate and failing to address their reading needs. Many readers find traditional culture voluminous and overwhelming, lacking objective and neutral guidance. They hope for normalized, instructive bibliographic introductions rather than just activities, and want to know what traditional culture resources libraries have. Libraries should fully respect readers' needs for tranquility and privacy, designing more service-oriented, non-intrusive reading promotion projects for all readers [56-59].

**Non-Diverse Promotion Forms.** Library traditional culture reading promotion primarily relies on paper documents, supplemented by lectures, exhibitions, reading clubs, and knowledge competitions. It neglects fragmented reading and lacks “micro-promotion” focused on sharing and exchange that emphasizes readers' needs, accessibility, and openness. Yet micro-communication represented by Weibo and WeChat occupies almost all readers' fragmented time, profoundly influencing their reading modes. Libraries' opposition of classics to micro-reading as shallow reading leads to neglect of micro-media. Readers show little interest in overall activities and lack identification, making it difficult to expand the readership. Library traditional culture reading promotion should emphasize integration of resources with micro-media, promote knowledge circulation, innovate communication environments, and focus on enhancing multi-element literacy and stimulating community vitality [60-61].

**Unprofessional Promotion Subjects.** The depth and breadth of reading promotion are closely related to promoters' knowledge structure and academic vision, yet libraries currently lack specialized professionals for traditional culture reading promotion. Most library recruitment favors digital technology, library science, information science, and management majors, with few professionals specializing in traditional culture reading promotion. While some libraries have creative classic activities with brand effects, most librarians lack initiative and professional competence in leading classic reading activities, often resorting to conventional methods such as book exhibitions and lectures. Librarians' book

reviews, recommendations, and commentaries have not received due attention, with most not knowing how to recommend books to readers or how to recommend reading lists from perspectives of reader needs, reading guidance, or language. Libraries should therefore establish awareness of classic subject librarians, cultivate librarians' ability to love and appreciate classics, and build a professional team for traditional culture reading promotion [62].

## 4. Reflections and Prospects

Domestic scholars have conducted in-depth research on libraries' mission and responsibility in traditional culture reading promotion, its significance, strategies, content and methods, and existing problems. These studies provide important reference and guidance for future practice and research. However, overall research on library traditional culture reading promotion suffers from: (1) insufficient attention. While traditional culture has attracted widespread attention across society and become a hot topic in media and cultural research in recent years, with increasing articles in *People's Daily* and *Xinhua Net* and growing programs on CCTV and provincial satellite TV, and while academic research on traditional culture communication and promotion shows clear growth trends [63], library traditional culture reading promotion research appears relatively 冷清 (quiet) and insufficient. (2) Lack of theoretical research. Few scholars have focused on the theoretical essence and ideological sources of traditional Chinese culture [64]. Research lacks definition of traditional culture concepts, study of library traditional culture reading promotion tasks, positioning research within China's overall traditional culture reading promotion environment and within library reading promotion, and research on library traditional culture reading promotion systems. The author argues that future research should emphasize library traditional culture reading promotion, strengthen theoretical research, and consider it from the three-dimensional combination of readers, traditional culture, and libraries [Figure 6: see original paper].

### 4.1 Traditional Culture Reading Resources

How can libraries enrich traditional culture reading promotion resources? Document and information resources are crucial guarantees for classic reading promotion. The primary task is selecting classic documents from vast literature and building classic literature databases. The author recommends: (1) **Readability research on resources**. Adhere to General Secretary Xi Jinping's "creative transformation and innovative development" principle for traditional culture, focusing on excavating contemporary value and significance, researching connotations and theoretical essence, recreating classics, and enriching collection resources. Explore traditional culture's value and charm from multiple angles and disciplines, such as comparative studies between Chinese and foreign classics, and research from psychological and educational perspectives to discover contemporary value and appeal. Marx stated, "Any philosophy is the essence of its era's spirit" and "the most exquisite, precious, and invisible essence of

the people is concentrated in philosophical thought” [65]. Therefore, emphasis should be placed on researching and promoting traditional Chinese philosophy. For example, Cai Zhizhong’s comic series on traditional Chinese philosophy and literature, published since 1986, represents an unprecedented recreation that readers love. (2) **Richness research on resources.** In the current all-media environment, digital reading has greatly impacted libraries, with domestic libraries experiencing declining patronage in recent years. Libraries must reform and innovate, actively exploring new paths for literature resource construction. They should strengthen research on traditional culture resource construction, build thematic digital resource databases for traditional culture, and provide high-quality digital resources. This involves: first, multi-party participation—systematically organizing existing collection resources while publicly soliciting relevant literature, photos, manuscripts, physical objects, and oral histories from society to promote participation of public welfare reading organizations in library traditional culture reading promotion, discuss core issues such as resource sharing, allocation, and organizational management, and promote cross-regional and cross-system sharing and integrated utilization of traditional culture reading resources, forming multi-carrier and multi-type thematic literature collections. Building an open sharing and long-term mechanism with multiple participants creates social synergy to jointly promote the normalized development of library traditional culture reading promotion and leverage resource cluster effects. Second, reader participation—upholding the concept that readers’ reading needs are the starting point and destination for library traditional culture reading resource construction and service development, always adhering to the “readers first” principle, striving to build a reasonably structured library traditional culture characteristic collection system with appropriate collection rates and depths, forming a reading promotion resource system coexisting with research-level, learning-level, and basic-level literature; seeking literature diversity through various forms (books, images, audio, e-books, databases, network resources) to provide readers with more and freer reading choices, evoke resonance, and meet personalized reading needs for traditional culture [66-68].

## 4.2 Traditional Culture Reading Guidance

How can librarians’ professionalism be enhanced? Currently, the most prominent problem in library traditional culture reading promotion is the lack of specialized traditional culture professionals and professional methods. For many libraries, traditional culture reading guidance is too scarce, impoverished, and low-level to meet reader needs [66]. Librarians’ professionalism determines libraries’ promotion capacity, manifested in two aspects: (1) **Understanding readers.** Library reading is free, and readers’ right to select literature should be respected. However, librarians still have a responsibility to guide, advise, and assist—professional opinions representing librarians’ expertise and vocational responsibility. Good libraries should be dynamic knowledge bases jointly constructed by readers and librarians [69]. Emphasis should be placed on reading survey research through questionnaires, interviews, and analysis of library cir-

ulation data to comprehensively understand readers, better fulfill the purpose of wholeheartedly serving readers, win readers' trust and support, and improve satisfaction. The clearer librarians' understanding of readers' traditional culture reading conditions, needs, and interests, the more targeted services and promotion become, better meeting reading needs and stimulating interest. (2) **Understanding traditional culture resources.** Traditional culture reading promotion should not simply list book titles but should explain classics' origins, main content, and main ideas, deeply and systematically analyzing their historical status and influence, excavating core spirit and ideological essence, and compiling introductory reading lists that enable readers to understand what traditional culture classics the library has, their core content and contemporary significance, and select suitable classics for themselves. Xiao Qian believed that the starting point of a work's value lies in being read, which requires a bridge to bring works and readers closer. Book introduction and book review should become important professional capabilities of traditional culture reading promotion librarians. Book reviews are more profound and tendentious than introductions and hold significant importance in reading promotion. Research on librarian book reviews should be emphasized to advance traditional culture reading promotion in depth. Librarian book reviews aim to promote and enhance culture, representing an effective form of traditional culture reading promotion where librarians, after intensive reading of collection books, describe and comment on them to guide and assist readers in discovering meaning and achieving feedback exchange between readers and books [70]. The quality of librarian book reviews depends on librarians' traditional culture literacy. Libraries should establish professional teams for traditional culture reading promotion with diverse professional backgrounds: classical literature, ancient intellectual history, psychology, education, etc. Team members should love, understand, and research traditional Chinese culture, continuously improving their traditional culture literacy and reading literacy to become the "intellectual architects" and "garland editors" hoped for by library scientist Shera—scholars who love not only books but also truth [71]. Only thus can they win readers' trust.

### 4.3 Traditional Culture Reading Forms

How can the appeal of traditional culture be enhanced? Emphasis should be placed on micro-media reading promotion research: (1) **Readers prefer micro-media.** The 15th National Reading Survey released by the China Press and Publication Research Institute shows that in 2017, Chinese adults' contact rate with digital reading methods (online reading, mobile reading, e-reader reading, Pad reading, etc.) reached 73.0%, up 4.8 percentage points from 68.2% in 2016. Audio reading has become a new growth point for national reading, with over 20% of Chinese people having the habit of listening to books in 2017, and mobile audio APP platforms becoming the mainstream choice for listening [72]. These results indicate that digital reading has become the main reading method for Chinese people. Micro-communication represented by Weibo and WeChat has penetrated all aspects of people's lives, profoundly influencing read-

ing modes, thinking modes, and understanding modes. (2) **Ecological reading promotion space.** Micro-media reading promotion exhibits typical ecological characteristics: efficient and rapid promotion speed; free and neutral promotion methods; powerful and interactive promotion effects. The origin and highest state of media communication is not the transmission of intellectual information but the construction and maintenance of an orderly, meaningful cultural world that can govern and accommodate human behavior [73]. Micro-media is not only a technology but also a cultural form. The organic combination of static, ancient classics with interactive, fashionable, and fast micro-media revitalizes traditional classics with new vitality [74]. In this ecological reading space, readers can fully enjoy efficient and convenient library reading services, freely choose reading content according to their needs and interests, and experience true reading freedom. Choosing reading media that readers like and frequently use can enhance the appeal of traditional culture and readers' identification with both the culture and promotion forms. Libraries should digitize traditional culture resources, fully utilize the latest exchange platforms, implement diversified promotion methods, make traditional culture communication and promotion adapt to contemporary culture, coordinate with modern society, combine with people's interests, integrate with modern media, and truly fulfill the mission of reading promotion activities: guiding non-readers to experience reading pleasure, training unskilled readers to learn reading, helping special groups with reading difficulties, serving all readers, and enabling everyone to read more efficiently and conveniently [75-76].

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