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## Reading Promotion in University Libraries: Practice and Innovation

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### Abstract

This paper takes practical cases of university library reading promotion as a starting point, and conducts design research from four aspects: system construction, institutional improvement, publicity methods, and characteristic activities of reading promotion. Focusing on the integrated practice of campus reading culture and ideological construction of university youth, it continuously enriches and develops the forms and content of traditional Chinese culture education, establishes and improves the university youth reading community system, and constructs a multi-dimensional campus reading culture promotion system that integrates classroom education, academic education, social practice, and thematic activities.

### Full Text

#### Practice and Innovation in University Library Reading Promotion: A Case Study of Campus Reading Culture Construction at Inner Mongolia Normal University

Ji Manshu, Inner Mongolia Normal University Library

**Abstract:** This paper examines the practice and innovation of reading promotion in university libraries, using the campus reading culture construction at Inner Mongolia Normal University as a case study. The research explores four key dimensions: system construction, institutional improvement, publicity methods, and characteristic activities. Focusing on the integration of campus reading culture with ideological development among university youth, the study continuously enriches the forms and content of traditional Chinese culture education. It establishes and refines a university youth reading community system, constructing a comprehensive campus reading culture promotion framework that integrates classroom education, academic cultivation, social practice, and thematic activities.

**Keywords:** University Library; Reading Promotion; Characteristic Practice

As General Secretary Xi Jinping has noted: “Reading is an important means for humanity to acquire knowledge, enhance wisdom, and cultivate morality. It can inspire ideological insights, foster noble ideals, and nourish a spirit of integrity.” Recently, the Ministry of Education and seven other departments issued the “Implementation Plan for the National Youth Student Reading Action.” As a crucial front for ideological education among young students, Inner Mongolia Normal University has taken “consolidating the ideological foundation of the Chinese national community” and “forging a strong sense of community for the Chinese nation” as its main thread. Focusing on the integrated practice of campus reading culture and ideological construction, and supported by empirical data, the university deeply integrates General Secretary Xi Jinping’s relevant speeches and important instructions on work in Inner Mongolia into the entire process of ideological, cultural, and action-oriented education for university youth.

The university has launched a series of high-quality, distinctive, and easily replicable reading practice activities, fully tapping into and utilizing the university’s academic research resources. Grounded in the educational function of the “second classroom” and leveraging the publicity and promotion role of carrier platforms, the university continuously enriches the forms and content of traditional Chinese culture education, establishes and improves the system and institutions for university youth reading community education. These efforts are integrated into all periods and aspects of university student education and the entire process of student and teacher education, constructing a multi-dimensional campus reading culture promotion system that integrates classroom education, academic cultivation, social practice, and thematic activities.

## 1. Leveraging Quality Reading Resources to Improve a Diversified Reading System

First, through multifaceted initiatives, the university advances the study and reading of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era while strengthening the procurement and support of specialized literature. The library has organized joint book exhibitions such as “Sharing the Spring of Knowledge, Building a Scholarly Campus” and thematic series like “Celebrating the 70th Anniversary of the Founding of the Nation: Love Our China, Promote Our Culture,” along with recommended “Party Building Book Lists.” Over 60 thematic literature exhibitions, specialized study guidance lectures, and regional social science popularization activities have been conducted, focusing on key publications related to Party history, the history of New China, reform and opening up, and socialist development.

The university has promoted 47 issues of thematic literature on socialism with Chinese characteristics and the Chinese Dream to university students, farmers, herders, and community residents across the autonomous region. Additionally,

it has compiled 45 volumes of thematic literature on patriotism, collectivism, and socialism, and published 84 issues of recommended reading lists and book rankings. The library has also completed the compilation of thematic collection literature on patriotism, collectivism, and socialism, launching 20 issues of the “My Collection: Red Literature Treasures of Inner Mongolia Normal University Library” column, which has garnered 4,236 views on its WeChat official account.

Since 2019, the library has organized 53 sessions of branded lecture series, including the Shengle Lecture Hall’s “Teachers • Books Lecture,” “Teachers’ Words • Book Charm” Milk Tea Academic Salon, Young Scholars Forum, Western Language Lecture Hall, My Collection, and “Book • Scholarly Spirit” faculty-student salons. The university also publishes an annual reading report and conducts over 30 diverse activities, such as “The Eternal Light of Lei Feng” video collection campaign, “Learn from Lei Feng, Foster New Trends” reading check-in initiative, Youth Study: reading relay for Volume I of “Xi Jinping: The Governance of China” (four-volume set), and selections for outstanding reading reports and reading champions.

Second, guided by digital reading, the university continuously improves the infrastructure and service system for nationwide reading. It has implemented the digitalization and dissemination of its collection literature by building self-developed electronic resource databases, scholar repositories, and doctoral and master’s thesis databases with shared access. The library organizes diverse e-book reading and sharing activities, including the Superstar Cup “Shared Reading, Shared Companionship,” “Ping Yu Jin Ren, Youth Dream Building” classic book check-in and quote collection, “Casual Book Sharing” reading check-in, and “Temporary Separation, United in Books” reading check-in initiatives, attracting over 5,000 participants.

Furthermore, the university has established an offline reading ecosystem comprising the campus-based Qingcheng Reading Cube, Xinhua Bookstore, and various periodic book exhibitions, complemented by an online “You Recommend, We Purchase” book recommendation system. It actively promotes digital reading platform development, advancing integrated “three-screen” reading across mobile phones, computers, and e-readers, and has preliminarily constructed an efficient digital reading service network.

## **2. Institutional Leadership with Dedicated Personnel, Integrating Campus and External Forces to Create a Comprehensive Reading Framework**

With strong institutional leadership, the university’s deputy Party secretary directly oversees the establishment of a campus-wide reading coordination mechanism led by the Party Committee’s Propaganda Department, complete with dedicated funding for reading initiatives. The library serves as the implementing body, responsible for activity design, execution, and recognition. It regularly organizes professional development for teachers in reading promotion and offers

courses on university-level reading and information literacy for both undergraduate and graduate students.

The university actively integrates external resources by partnering with institutions such as the Inner Mongolia Literary Museum and local broadcasting stations, leveraging the influence of prominent figures and media to guide reading practices. This includes hosting the “Writers on Campus” series and “Teachers’ Words • Book Charm” Milk Tea Academic Salon. Under the guidance of the Autonomous Region’s Department of Education, the university taps into the National Smart Education Reading Platform’s resources, deeply engaging in nationwide reading campaigns and fully participating in the “National Youth Student Reading Action.” These efforts aim to cultivate among university students the habits and ethos of “loving to read, reading quality books, and reading effectively.”

### **3. Innovating Publicity Methods and Integrating into the National Reading System**

The university has prioritized the development of a “three platforms and one portal” publicity matrix, anchored by the Inner Mongolia Normal University Library website, WeChat official account, reading promotion platform, and library information portal. It has established a talent pool of reading promotion experts comprising both internal and external scholars and industry professionals, creating one autonomous region-level social science popularization base, two university-level centers, and eight branded activity series. Between 2019 and 2023, the university organized 256 events with over 25,000 participants annually. The reading promotion platform recorded 215,150 visits and published more than 1,600 updates and news items.

### **4. Innovating Activity Forms and Content to Create Characteristic Practices with Red Resources**

First, red literature promotion—integrating Party building with research to welcome the 20th Party Congress. Leveraging school Party building projects and library collection resources, the library has pioneered a new model combining “Party building initiatives” with “red literature promotion.” In January 2022, it launched the “My Collection: Red Literature Treasures of Inner Mongolia Normal University Library” column, based on the university’s “Secretary Project.” Grounded in the library’s red literature holdings, the column comprehensively showcases the valuable spiritual legacy of the Chinese Communist Party’s century-long journey, covering key policies, important figures, revolutionary documents, and red stories, songs, and historical facts. By December 2022, the column had published 20 issues, garnering 4,236 views on its WeChat official account and receiving widespread acclaim.

Second, red story narration—fostering mutual learning and harmonious integration. (1) Building on branch projects to consolidate ethnic unity foundations. In

January 2022, the library launched the “Compilation of Stories on Interethnic Exchange, Integration, and Blending” column as part of its “Strongest Party Branch” initiative. Through typical figures and stories, the column demonstrates that interethnic cultural exchange and integration are powerful forces for the Chinese nation’s self-improvement and development. It uses accessible language to show that through unity among all ethnic groups, nothing is impossible. By September 2022, the column had published 14 issues, accumulating 2,302 WeChat views and compiling stories from eight ethnic minorities including the Oroqen, Korean, Manchu, Daur, Ewenki, Hui, Hezhen, and Xibe. This initiative represents an effective implementation of General Secretary Xi Jinping’s important thoughts on strengthening and improving ethnic work.

- (2) Embracing the “three exchanges” concept to cultivate students’ sense of community. In January 2022, the library organized the “Stories from Our Lives: Contemporary Interethnic Exchange and Integration” activity through the university’s second classroom platform. Aimed at fostering ethnic unity and promoting the forging of a strong sense of community for the Chinese nation, the event attracted over 500 participants. By collecting and sharing authentic stories from their own experiences, students strengthened their awareness of ethnic unity and contributed to building a shared community consciousness.

Third, red lecture hall—cultivating refinement through everyday interaction, silently embedding original aspirations. (1) Master lectures over milk tea. With the goal of forging a strong sense of community for the Chinese nation, the university launched the “Teachers’ Words · Book Charm” Milk Tea Academic Salon series on November 3, 2020. The series adopts a relaxed, pleasant salon format to make sophisticated scholarship accessible, sparking intellectual exchange and creating a new ideological platform. Topics have ranged from “Tea Talk: Starting with Milk Tea” to “From Manhan Tune: The Cultural Foundation of Chinese National Community Consciousness,” and from “Grasslands and the Nation’s Children” to “Forging a Strong Sense of Community for the Chinese Nation.” Centered on forging a strong sense of community, the salon explores multiple dimensions including interethnic exchange and socioeconomic development, ethnic education practices, policy advocacy, and integration case studies. Through interactive lectures, discussions, and Q&A sessions, it fosters cultural confidence and national pride. The series has successfully held 12 sessions, engaging 2,760 faculty and students.

- (2) Scholarly vigor, forging beliefs and ideals. Using the development of a “more bookish Library Management Committee” as a vehicle, the university empowers student teams to organize, plan, and execute themed, interactive reading salons. Since November 2020, the series has held 9 sessions with 1,422 participants. In September 2022, to welcome the 20th Party Congress, themes included “Building the Chinese Dream Together,” “Understanding Chinese History to Strengthen National Unity,” and “Passing Down Stories of Ethnic Unity.” Through live storytelling and discussion,

students shared personal observations and reflections, thereby strengthening their sense of community.

Fourth, red culture—promoting Chinese traditions through teaching and practice, with teachers and students advancing together. (1) Master lectures in cultural forums. The university emphasizes promoting traditional Chinese culture and fostering cultural identity among students. It has invited distinguished artists to conduct diverse cultural activities. On November 14, 2019, the library’s “Teachers · Books Lecture” series featured renowned calligrapher Professor Li Zhiping on “The Past and Present of Calligraphy Art.” On June 18, 2022, artists Zhang Junde, Li Zhiping, Chen Hancheng, and Zhang Shutian presented “This Is My Home: Ink, Brush, and Golden Light—A Calligraphy and Photography Exhibition for IMNU’s 70th Anniversary.” On August 25, 2022, the library and Propaganda Department co-hosted a “Teachers · Books Lecture” at Shengle Lecture Hall, featuring Professor Yang Jiawei, a calligraphy Ph.D., speaking on “Exploring Subtlety: Artistic Expression and Aesthetics in Chinese Calligraphy.”

- (2) Cultural inheritance through youth empowerment. To preserve and promote traditional Chinese culture while showcasing student creativity and strengthening cultural identification, the library has organized online Spring Festival couplet calligraphy competitions since 2020, including events like “Opening the Door to Blessings: Calligraphy for Spring” and “Farewell to the Golden Ox, Welcome the Tiger.” Students recorded their creative processes, explaining the cultural significance and customs behind their works, and submitted calligraphy in Chinese, Mongolian, and other regional ethnic languages (Oroqen, Ewenki, Daur, etc.). These activities created a festive atmosphere, enhanced understanding of diverse ethnic cultures in Inner Mongolia, and contributed positively to forging a strong sense of community for the Chinese nation.

Focusing on national priorities and strengthening responsibility. Campus reading promotion at Inner Mongolia Normal University emphasizes the organic integration of ethnic unity education in minority regions with university ideological and political work. Using books as a medium, the university continuously enriches social pathways and experiences for education on interethnic exchange, integration, and forging a strong sense of community for the Chinese nation. Through deep participation in nationwide reading initiatives, it contributes to enhancing the quality and effectiveness of national reading promotion efforts.

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