# Reading Promoters' Training: New Service of Public Library - A Case Study of Pudong Library of China

Lihua Wang, Shanghai University, Shanghai, China Fei Yang, Pudong Library, Shanghai, China

#### **ABSTRACT**

In order to make reading promotion more professional and qualified, some libraries and associations in China are training reading promoters. The Pudong Library of Shanghai is a typical case. This article summarizes the theory and the practice of reading promoter training, and discusses the operation offered by Pudong Library. It also concludes the achievements, innovations and the characteristics of the training, and further provides the developmental directions of the training. This article aims to introduce a new service that was undertook by the Pudong Library, and considers how to make this practice more effective and well-developed.

## **KEYWORDS**

Pudong Library, Reading Promoter, Reading Promoters' Training, Reading Promotion

## INTRODUCTION

Over the years, nationwide reading has been a national strategy in China. Various kinds of reading promotion programs such as story-telling, book-reading and lecture-giving are organized by libraries and other academic institutions. Reading promotion events have great significance for the recommendation of excellent books and enhancing the public's willingness and reading skills (Fan, 2017). Reading Promoters who plan, organize and implement these reading promotion activities are also significant. In recent years, libraries in China pay more attention to the Reading Promoters' building qualifications and management, and therefore, the Reading Promoters' training comes about. The Shenzhen Children's Library was the first library to train Reading Promoters in 2012. Since 2015, the Library Society of China has offered the Reading Promoters' Training project. In the practice of Reading Promoters' Training, the Pudong Library of Shanghai is a typical and distinctive public library, to which Reading Promoter's Training has become a kind of new service; from Reading Promoters to libraries, and to reading promotion related organizations.

Pudong Library is a district library, and their new building was opened to the public in 2010, which is located on 88 Qiancheng Road, Shanghai. The Pudong Library is funded by the local government; therefore, it is not a branch of the Shanghai Library, but a member of the Shanghai Central Library.

DOI: 10.4018/IJLIS.2020010104

This article, originally published under IGI Global's copyright on October 11, 2019 will proceed with publication as an Open Access article starting on January 20, 2021 in the gold Open Access journal, International Journal of Library and Information Services (converted to gold Open Access January 1, 2021), and will be distributed under the terms of the Creative Commons Attribution License (http://creativecommons.org/licenses/by/4.0/) which permits unrestricted use, distribution, and production in any medium, provided the author of the original work and original publication source are properly credited.

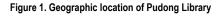
The Pudong Library provides user-oriented services and is open to all, which expresses the universal service of the public culture (Zhang, 2010) (Figure 1).

## LITERATURE REVIEW

In 2012, the Shenzhen Library carried out the Reading Promoters' Training for the first time in China, but scholars have studied reading promotion for several years. The following contents are what the scholars are concerned about.

# **Reading Promotion**

In the middle of the last century, people realized "for thousands of years the written word and for centuries the printed word have played a vital role in the preservation and transmission of knowledge" (Maheu, 1972). Then, 1972 was proclaimed as the International Book Year by UNESCO's General Conference, and the year's slogan was "Books for All". In 1977, the Library of Congress Center for the Book, which also administered the Poetry and Literature Center, was established by public law. The center promoted books and libraries, literacy and reading, as well as poetry and literature. That is, promoting reading is the heart of the Center for the Book's mission. To promote books means to improve the literacy of people, and this is especially important for children. Edmonds (1987) stated "the promotion of reading and a commitment to producing a literate population must be central to the provision of library service to children in the coming decade" (Edmonds, 1987). In 1995, UNESCO further proclaimed 23 April the annual World Book and Copyright Day. Then, more and more libraries launched reading programs to promote reading, and there is no doubt that reading promotion is an important service in public libraries through today.





# 14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: <a href="www.igi-">www.igi-</a>

global.com/article/reading-promoters-training/240797

# **Related Content**

# Special Library Consortia: A Resource Sharing Approach in an Electronic Milieu

Tawfeeq Nazir (2016). Special Library Administration, Standardization and Technological Integration (pp. 78-111).

www.irma-international.org/chapter/special-library-consortia/138853

Utilization of the Digital Information Resources and Services Provided in the Engineering College Libraries in Karnataka, India: User's Perspective (2021). *International Journal of Library and Information Services (pp. 0-0).*www.irma-international.org/article//279831

# Opportunities and Challenges of Academic Librarians in Teaching Information Literacy in Institutions of Higher Learning in Zimbabwe

Josiline Phiri Chigwada (2019). *International Journal of Library and Information Services (pp. 31-40).* 

www.irma-international.org/article/opportunities-and-challenges-of-academic-librarians-inteaching-information-literacy-in-institutions-of-higher-learning-in-zimbabwe/214911

### Barriers to Information Seeking in the Digital Libraries

Ajayi Ayo Oluwaseun (2018). Library Science and Administration: Concepts, Methodologies, Tools, and Applications (pp. 1101-1113).

 $\underline{www.irma-international.org/chapter/barriers-to-information-seeking-in-the-digital-libraries/191557}$ 

### **Emotional Labor and Exhaustion**

(2018). Examining the Emotional Dimensions of Academic Librarianship: Emerging Research and Opportunities (pp. 18-35).

www.irma-international.org/chapter/emotional-labor-and-exhaustion/189696