



Research on the Strategy of Reading Promotion in University Libraries from the Perspective of Cultural Inheritance

Yingyuan Li

Library, Guilin University of Technology, Guilin, China
Email: 153158465@qq.com

How to cite this paper: Li, Y.Y. (2026) Research on the Strategy of Reading Promotion in University Libraries from the Perspective of Cultural Inheritance. *Open Access Library Journal*, **13**: e14814. <https://doi.org/10.4236/oalib.1114814>

Received: December 26, 2025

Accepted: January 30, 2026

Published: February 2, 2026

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Abstract

This study explores the intrinsic connection between cultural heritage preservation and library reading promotion. The paper begins by outlining the significance of cultural heritage preservation and its pivotal role in library activities, highlighting the positive impact of reading promotion initiatives on cultural transmission. Through analyzing practical cases of reading promotion in university libraries, it identifies current challenges and difficulties encountered in implementation. Building on this foundation, the research develops a strategic framework for library reading promotion from the perspective of cultural heritage preservation, covering fundamental principles of strategy formulation, goal setting, and in-depth analysis of specific strategies. The paper further elaborates on the implementation steps and key elements of these strategies, while establishing an evaluation system of effectiveness indicators. This framework aims to provide solid theoretical support and practical guidance for reading promotion efforts in university libraries.

Subject Areas

Intelligence and Philology

Keywords

Cultural Heritage, University Libraries, Reading Promotion, Strategy Development, Effectiveness Evaluation

1. Overview of Cultural Heritage and Library Reading Promotion

1.1. The Significance of Cultural Heritage and the Role of Libraries

Before examining the intrinsic connection between cultural heritage transmission

and library-based reading promotion, it is essential to first define core concepts within an academic framework. Cultural heritage transmission fundamentally constitutes a social process of “meaning reproduction” through intergenerational transmission of human cultural legacy, knowledge systems, and value systems, with its core mission being to ensure both continuity and creative transformation of cultural genes [1]. In this process, libraries serve as dynamic carriers of cultural heritage. Beyond their foundational role in document preservation, they function as pivotal institutions for cultural transmission through knowledge curation, media adaptation, and audience engagement.

By integrating established theories in cultural communication and heritage conservation, we define “cultural heritage dissemination” as a dynamic process that centers on tangible and intangible cultural heritage. This process involves symbolic encoding (e.g., document compilation, exhibition design), media transmission (e.g., books, digital platforms), and audience decoding (e.g., reading, experiential engagement, hands-on practice), ultimately enabling the shared appreciation and cultural reproduction of heritage values—historical authenticity, artistic creativity, scientific understanding, and emotional resonance—across diverse communities.

This definition integrates three major academic perspectives:

Stuart Hall’s “encoding/decoding” theory posits that communication is a process of “meaning negotiation” rather than one-way transmission. As “encoders”, libraries construct heritage meaning frameworks through document curation (e.g., local cultural classics) and activity design (e.g., intangible cultural heritage reading clubs). Readers, in turn, engage in meaning production through “dominant decoding” (identification), “negotiated decoding” (partial acceptance), or “resistant decoding” (questioning) [2].

Pierre Bourdieu’s “cultural capital” theory posits that the essence of cultural heritage dissemination lies in the accumulation and transformation of “cultural capital”. For instance, when students study local literature (e.g., *Research on Guilin Stone Carvings*), the acquired local knowledge can be converted into “cultural capital” that enhances academic performance and social identity. This process ultimately elevates the value of heritage from “textual documentation” to “identity recognition” [3].

UNESCO’s “Living Heritage” theory advocates that heritage dissemination should move beyond static preservation to dynamic practice. Libraries can employ a “reading + experience” model—such as reading “The History of Dong Grand Songs” and learning to sing intangible cultural heritage ballads—to transform students from passive observers into active inheritors, thereby achieving creative transformation of heritage in contemporary contexts [4].

From the perspective of the above theories, the function of the library in the inheritance of civilization can be summarized as “dual-wheel drive”.

The “Guardians” of Historical Memory: As the “collective memory repository” of human civilization, libraries safeguard the “historical authenticity” of cultural

heritage through systematic preservation of materials such as local chronicles, rare ancient texts, and intangible cultural heritage oral history archives. For instance, the “Compilation of Historical Materials from Jingjiang Wangfu” housed in the Guilin University Library in Guangxi provides irreplaceable primary sources for studying regional cultural transmission.

The “Incubator” of Future Innovation: Activating the “Contemporary Value” of Heritage Through Reading Promotion Practices. Transform abstract heritage values (e.g., “artisan spirit”) into tangible reading products (e.g., thematic book-lists, interactive exhibitions); leverage digital platforms (e.g., VR-based ancient book restoration systems) to transcend time and space limitations, expanding heritage dissemination; collaborate with subject teachers to develop “Reading + Curriculum” modules (e.g., integrating “Xu Xiake’s Travel Notes” into geography practice classes), deepening heritage cognition through “scenario-based” and “experience-oriented” approaches.

1.2. Definition and Purpose of Reading Promotion

Promoting reading essentially involves employing diverse strategies and methods to popularize reading practices and enhance public interest and literacy [5]. University libraries’ reading promotion initiatives not only serve to improve information processing skills and cultivate students’ reading habits, but also play a significant role in the broader context of cultural heritage preservation.

The reading promotion initiative engages students in diverse library activities to deepen their reading practice, fostering independent thinking and humanistic cultivation. As a vital social responsibility for university libraries, this program transforms them into cultural bridges through community outreach, effectively advancing the continuity and evolution of civilization.

When examining the positive impact of reading promotion on cultural heritage preservation, it becomes evident that reading itself serves as a vital medium for transmitting civilization. Through reading, individuals transcend temporal and spatial boundaries to engage in intellectual dialogue with ancient sages, assimilating the accumulated wisdom and knowledge of their predecessors. As repositories of knowledge, university libraries possess unparalleled advantages in fostering reading through their extensive collections. By implementing well-designed reading initiatives, libraries can effectively guide students and surrounding communities to deepen their reading practices, experience the essence of civilization, and thereby promote its transmission and evolution in an organic manner.

In conclusion, university libraries’ reading promotion initiatives carry profound significance and value. These activities not only play a pivotal role in cultivating students’ reading habits and enhancing their information literacy, but also serve as a powerful tool for sustaining cultural heritage and fostering community development. Therefore, university libraries must fully recognize the critical importance of reading promotion, actively explore innovative strategies and methods, and strive to better serve their readers while contributing to the preservation

and advancement of civilization.

2. Analysis of the Current Situation of Reading Promotion in University Libraries

The case selection was conducted using a three-dimensional framework of “theoretical representativeness, practical innovation, and data accessibility”. Based on criteria including explicit cultural heritage objectives, differentiated implementation models, traceable outcomes, and regional diversity, Shandong University and the Anhui Higher Education Cluster were identified as core cases. A hybrid research approach combining qualitative analysis with quantitative support was employed, utilizing content analysis and literature review to conduct an in-depth examination of both cases.

2.1. Case Studies of Reading Promotion in University Libraries and Their Cultural Heritage Inheritance

An in-depth examination of reading promotion practices in university libraries not only provides empirical evidence for understanding current trends, but also reveals their unique approach to transcending basic reading guidance and advancing into the deep waters of cultural heritage preservation. The analysis of the following case study will specifically focus on how its intervention measures impact core indicators of cultural heritage, demonstrating its substantive contributions at the level of “cultural inheritance”.

The traditional culture reading promotion project [6] implemented by Shandong University Library has effectively integrated reading promotion with campus cultural development. Through regular book recommendations, the program precisely targets core ideas of China’s excellent traditional culture and local intangible cultural heritage documents. Structured reading experience exchange gatherings guide students to conduct in-depth discussions on ethical concepts and philosophical ideas in classical texts, fostering understanding and internalization of cultural essence, cultivating cultural identity, and transmitting cultural values. Reading competitions and challenges go beyond interest stimulation, directly transforming into practical cultural performances. Participants convert static texts into dynamic cultural expressions through recitation, memorization, and interpretation, strengthening the acquisition and inheritance of cultural skills.

The “Anhui Model” of reading promotion in Anhui universities demonstrates a strong emphasis on interdisciplinary and global perspectives [7]. Through library-community collaboration, it introduces high-quality, diverse literature resources—particularly those reflecting global civilizations or interdisciplinary viewpoints—and leverages digital technologies to build borderless reading communities. This approach cultivates students’ cultural appreciation, critical thinking, and effective communication and collaboration skills in multicultural contexts, thereby preparing them to meet the challenges of cultural inheritance in the globalized era with cross-cultural literacy.

When the university library deeply binds the reading promotion with the cultural heritage index, its role changes from “reading guide” to “cultural heritage hub”. Only when the cultural heritage moves from “book pages” to “practice” and from “static” to “dynamic”, can the qualitative change of “reading promotion” to “cultural heritage” be realized.

2.2. Problems and Challenges in Reading Promotion in University Libraries

When examining reading promotion strategies in university libraries within the context of cultural heritage preservation, we must confront the challenges these institutions face in advancing reading initiatives. The foremost issue lies in resource allocation: many libraries’ collection sizes and update frequencies fail to adequately meet students’ reading demands, thereby limiting the effectiveness of reading promotion programs. Furthermore, with the rapid advancement of digital technologies, the integration and utilization of electronic resources have become increasingly crucial. However, some libraries still lag behind in this area, struggling to adapt to the evolving reading habits of modern readers.

Furthermore, from a promotional perspective, university libraries currently face challenges of monotonous formats and lack of innovation. While traditional methods like lectures and exhibitions can attract students’ attention to some extent, they fail to sustainably ignite their passion for reading. Moreover, such promotional activities have limited reach and impact, mostly confined to campus circles without successfully extending to broader public audiences.

Moreover, university libraries face inherent challenges in promoting reading literacy among students. Contemporary college students’ reading preferences and habits have undergone significant changes, showing a growing inclination toward personalized and fragmented reading patterns. However, libraries still struggle to meet these evolving demands for personalized services and the increasing prevalence of fragmented reading habits, which undoubtedly adds to the complexity of reading promotion efforts.

Therefore, the challenges faced by university libraries in promoting reading activities deserve full attention. To effectively enhance the impact of reading promotion, libraries should adopt a multi-pronged approach, focusing on resource development, activity innovation, and service improvement. They must continuously explore and refine promotional strategies that align with the reading preferences of modern readers.

3. Research on the Strategy of Reading Promotion in University Libraries from the Perspective of Cultural Inheritance

3.1. Principles and Objectives of Strategy Construction

From the perspective of cultural heritage preservation, university libraries—as pivotal hubs for knowledge dissemination and cultural continuity—require me-

ticulously designed reading promotion strategies. These strategies must adhere to four fundamental principles: comprehensiveness, relevance, innovation, and sustainability. The comprehensiveness principle requires holistic consideration of resource allocation, spatial planning, and service models to ensure synergistic effects across initiatives. The relevance principle emphasizes tailoring strategies to the specific reading preferences and behavioral patterns of university communities, thereby enhancing practical effectiveness. The innovation principle advocates integrating creative thinking and cutting-edge technologies into reading promotion activities, continuously exploring novel approaches. The sustainability principle demands forward-looking strategies that maintain relevance in an ever-evolving external environment.

Defining the objectives of strategy development is essential for ensuring the effectiveness of reading promotion initiatives. First, efforts should focus on cultivating reading interests and enhancing literacy among university faculty and students. Through diverse promotional activities, we can guide them to develop good reading habits and improve their reading proficiency. Second, the strategy should emphasize expanding the library's influence. By implementing effective reading promotion measures, we can encourage broader participation in library resources, thereby elevating the library's role in shaping campus culture. Finally, the strategy must also address the dimensions of cultural inheritance and innovation. Through initiatives like promoting classic literature and organizing cultural forums, we can preserve China's excellent traditional culture while inspiring faculty and students to engage in innovative reading and critical thinking, thereby infusing new vitality into cultural continuity [8].

3.2. Discussion of Specific Strategies

From the perspective of civilization inheritance, the reading promotion of university library should take the cultural heritage revitalization as the core anchor point, and realize the deep transformation from generalized reading to heritage decoding through content reconstruction and method innovation.

To promote targeted reading initiatives, we transition from "group adaptation" to "empowering heritage transmission roles". For university students, reading clubs and academic forums should incorporate "heritage interpretation" as their core. Unlike conventional classic reading, we can design "cultural heritage literature study sessions", such as organizing thematic discussions on "technological wisdom in ancient crafts" centered around "Tiangong Kaiwu" (The Book of Nature and Human Engineering). This guides students to deconstruct heritage texts using modern academic methods (e.g., textual research, craft restoration experiments). For faculty communities, parent-child reading and sharing sessions should integrate "intergenerational heritage transmission" design. Reading sharing sessions can feature a "Heritage Witness Narration" segment, extending the reading experience into a fieldwork site for oral history collection of "living heritage".

The innovation paradigm shifts from "technology empowerment" to "heritage

scenario reconstruction”. Virtual reality technology must transcend superficial “immersive experiences” to achieve “heritage context reconstruction”. By integrating online and offline activities, we can create “heritage decoding challenges”. For instance, physical book fairs could feature “ancient book restoration codes” tasks, where participants unlock cultural heritage interpretations through reading, paper restoration, and mounting processes.

The transition from “resource integration” to “building a heritage conservation community” enables coordinated resource utilization. Within the campus, collaboration should emphasize the “heritage resource matrix” concept. Through partnerships with the university history museum and museums, a tripartite data integration initiative like the “Campus Heritage Documentation Initiative” can be launched, establishing a cross-verification system of “architectural heritage, living contexts, and documentary records”. Externally, cooperation could evolve into a “Regional Heritage Reading Alliance”, creating a closed-loop process of “textual analysis, field verification, and hands-on participation”.

New media promotion evolves from “targeted recommendations” to “building an ecosystem for heritage communication”. By creating dedicated columns on social media, we develop “heritage communication IPs”. The application of big data and AI technologies should focus on mapping “heritage interest profiles”, analyzing readers’ book preferences, activity participation, and search keywords to construct “personal heritage literacy profiles”. These profiles generate personalized reading lists and connect them with offline heritage experiences, forming a communication chain that integrates “digital reading, physical engagement, and cultural identity”.

4. Strategy Implementation and Effectiveness Evaluation

4.1. Key Implementation Steps and Considerations

In the process of strategy implementation and effectiveness evaluation, the core task is to develop a detailed execution plan. It is essential to precisely define the key steps and precautions in the implementation process to ensure the orderly and efficient advancement of each strategy. Specifically, for the practice of reading promotion strategies in university libraries, efforts should be coordinated across four dimensions: resource integration, activity design, publicity promotion, and the subsequent establishment of a service system.

In the process of optimizing the allocation of resources, the library should take the readers’ needs as the guide, systematically sort out the existing literature resources and make targeted selection and integration, and at the same time, actively expand the external cooperation channels, build a diversified reading resources network, and form a precise matching mechanism of “demand-resource-service”.

In the design and planning of activities, it is essential to integrate the library’s positioning with the characteristics of its reader demographic to develop innovative reading promotion initiatives that feature both creative formats and deep content integration. For instance, university-specific programs such as “Subject Read-

ing Challenges” can be designed based on academic disciplines, or themed reading months can be organized around key events like seasonal festivals or institutional anniversaries. By employing scenario-based and interactive designs, these efforts can enhance reader engagement and retention.

Publicity efforts are a critical component in executing strategic initiatives. We have established a multi-channel publicity matrix combining online and offline platforms: Online integration involves platforms such as the official website, WeChat official account, and campus APP, where event information is dynamically disseminated through multimedia formats, including infographics, short videos, and H5 interactive content. Offline outreach utilizes high-traffic areas like teaching buildings, dormitories, and cafeterias to set up physical promotional booths. Additionally, we have developed coordination mechanisms with academic departments, student unions, and student organizations to expand the event’s reach. Throughout the publicity process, real-time tracking of dissemination metrics and dynamic content adjustments are implemented to ensure precise information delivery.

Finally, in the practice of strategy implementation, it is very important to pay attention to the construction of the follow-up service system.

1) Closed-loop management mechanism for reader feedback

Feedback collection: Gather feedback through multiple channels, including online questionnaires (pushed immediately after the event), offline suggestion boxes, reader forums, and face-to-face communication at service counters, with particular focus on dimensions such as event content, format, resource quality, and service processes.

Feedback management: A dedicated task force (comprising librarians and student representatives) will categorize feedback into types such as “activity suggestions”, “resource needs”, and “service improvements”, with clearly defined responsible departments and response timelines (typically providing feedback on routine issues within 2 working days and formulating solutions for complex matters within 5 working days).

Results Application: Establish a “feedback-improvement-publicity” mechanism to regularly disclose optimization measures (such as adding resources and adjusting activity frequency) through a dedicated section on the official website, thereby enhancing reader engagement and trust.

2) Dynamic Strategy Adjustment Mechanism

Periodic Evaluation: Conduct quarterly assessments of strategy effectiveness using a combination of quantitative (e.g., participant numbers, check-in rates, resource utilization) and qualitative methods (e.g., reader interviews, case study analysis) to generate evaluation reports.

Iterative optimization: Based on evaluation results, dynamically adjust resource allocation, activity design, and promotional strategies. For instance, if participation in a specific themed activity is low, conduct reader feedback surveys to identify the reasons and optimize content or format accordingly. If the resource needs of a particular group (e.g., graduate students) are not met, promptly supplement

relevant literature and databases.

Long-term safeguard: The “feedback-assessment-adjustment” process is incorporated into the annual work plan, establishing a closed-loop management system of “implementation-feedback-optimization-reimplementation” to ensure reading promotion strategies continuously adapt to evolving reader needs.

4.2. Construction of Effect Evaluation Index System

From the perspective of macro-level civilizational transmission, university libraries serve as pivotal hubs for knowledge dissemination and cultural continuity. Therefore, evaluating the effectiveness of their reading promotion initiatives is of paramount importance. To ensure scientific rigor and objectivity in such assessments, establishing a comprehensive evaluation framework has become imperative. The primary challenge in developing this system lies in defining detailed evaluation parameters that encompass multiple dimensions, including activity implementation, audience engagement, social impact, and long-term effects. For instance, we could establish indicators such as participation activity levels, reader satisfaction, and the breadth and depth of knowledge dissemination. These metrics would ensure comprehensive coverage and a problem-oriented approach in the evaluation process (Specific indicator system as in **Table 1**).

After establishing the evaluation criteria, the next step involves exploring data collection and analysis methods. Data gathering should adhere to the principles of objectivity and authenticity, utilizing diverse channels such as questionnaires, interview transcripts, and event logs to ensure both diversity and accuracy. For data analysis, scientific statistical methods—including descriptive statistics, correlation analysis, and regression analysis—should be employed to uncover underlying patterns and trends, thereby laying a solid data foundation for future reading promotion initiatives [9].

Table 1. Evaluation index system.

Dimension	Name of Index	Quantitative Standard	Data Sources
Activity execution dimension: Measures the efficiency of activity implementation	Activity completion rate	Number of actual activities/Number of planned activities × 100%	Activity Log, Calendar
	input-output ratio	Total activity investment (RMB)/Number of participants	Financial statements, check-in data
	Process compliance rate	Number of steps performed according to standard procedure/Total number of steps × 100%	Activity Checklist
Audience Feedback Dimension: Capturing the Direct Experience of Readers	Participation activity	Average daily participants/total target audience × 100%	Check-in system and platform data
	Customer satisfaction	Proportion of samples with a questionnaire score (5-point scale) ≥ 4 points	Online/Offline Questionnaire
	Event recommendation preference	Percentage of respondents willing to recommend to others	Questionnaire scale

Continued

Knowledge Communication Dimension: Evaluation of Content Reach and Conversion	Content coverage breadth	Number of categories for reading materials/activities	Resource Catalog, Activity Plan
	depth of knowledge mastery	Post-test average score/total score \times 100%	Knowledge Test Paper
	information transmission efficiency	Event information reach/promotion coverage \times 100%	Promotion platform backend data
Long-term impact dimension: tracking the lasting effects	reader behavior change rate	Percentage of participants who developed a regular reading habit	Follow-up questionnaire (3 months later)
	Social attention	Number of media reports related to the event/Number of social media discussions	Public Opinion Monitoring Tool
	system iteration frequency	Number of annual indicator revisions/evaluation cycle (e.g., once per quarter)	appraisal report

It is crucial to emphasize that establishing an evaluation framework is not a one-time effort but requires ongoing refinement through practical implementation. Through systematic evaluation practices, we can identify systemic gaps and shortcomings, enabling timely adjustments and optimizations to ensure the framework aligns with the actual needs of university library reading promotion initiatives. These measures not only enhance our ability to assess immediate outcomes but also deepen our understanding of long-term impacts, empowering libraries to play a unique role in the dissemination and preservation of cultural heritage.

5. Conclusion and Prospects

5.1. Summary of Research Conclusions

This study has yielded several key findings through an in-depth exploration of library reading promotion strategies within the broader context of cultural heritage preservation. First and foremost, the research clarifies the intrinsic connection between cultural heritage preservation and library reading initiatives, highlighting libraries' unique role as pivotal cultural mediators in advancing literacy. Empirical evidence demonstrates that university libraries play a central role in reading promotion programs, where the effectiveness of their strategies directly impacts the depth and breadth of cultural heritage preservation efforts.

In terms of strategy implementation, this study proposes a series of promotion methods. Specifically, by organically integrating online and offline resources, it creates a diverse and interactive reading environment that significantly enhances readers' enjoyment and effectively promotes the widespread dissemination and in-depth development of reading. Additionally, the research focuses on establishing a two-way communication system between libraries and readers. Through regularly organized reader exchange meetings and reading sharing activities, it not

only quickly captures readers' preferences and feedback but also provides more personalized and precise reading resource recommendations.

Furthermore, this study demonstrates practical depth by concretely analyzing promotion strategies through case studies. Through comparing the implementation outcomes of reading promotion initiatives in university libraries, we validate the effectiveness and feasibility of the proposed strategies. These successful case studies not only provide valuable references and insights for peer libraries, but also inject fresh momentum into the overall development of the library sector.

In summary, this study adopts a comprehensive perspective on cultural heritage preservation, conducting an in-depth analysis of library reading promotion strategies. It not only enriches existing theoretical frameworks but also establishes a solid theoretical foundation for practical implementation. Moving forward, we plan to further explore this research domain, developing innovative and effective promotion strategies to better serve diverse reader communities and advance the continuous evolution of cultural heritage preservation.

5.2. Future Research Directions

While this study has thoroughly examined reading promotion strategies in university libraries within the context of cultural heritage preservation, several limitations and shortcomings remain. Primarily, the research scope remains relatively narrow, focusing mainly on academic library practices without extending to public libraries or specialized library sectors. Given that these institutions may possess unique strategies and accumulated experience in promoting reading, future studies should prioritize their inclusion. Additionally, the data collection and analysis phases warrant further refinement. Subsequent research could employ broader empirical investigations, in-depth interviews, and big data analytics to gather more comprehensive and precise data, thereby better revealing the actual effectiveness and influencing factors of reading promotion initiatives.

Looking ahead, from the perspective of cultural continuity, research on library reading promotion strategies can expand into broader fields. First, innovative approaches and diversified formats for reading promotion activities deserve exploration. In the context of technological evolution, libraries should proactively adapt by integrating emerging technologies and media resources into promotional initiatives, aiming to attract a wider young audience. Second, systematic evaluation and strategic adjustments for reading promotion activities remain critical research focuses. Establishing rigorous assessment mechanisms, periodic feedback on activity outcomes, timely identification of shortcomings, and continuous optimization of strategies will enhance the precision and practical effectiveness of promotions. Additionally, cross-cultural exchanges and interdisciplinary knowledge integration have opened new interpretive spaces for library reading promotion. The potential and value of deepening cultural interactions and stimulating interdisciplinary innovation deserve further exploration, thereby contributing to the relay of civilization.

Conflicts of Interest

The author declares no conflicts of interest.

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