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READING CULTURE RECONSTRUCTION UNDER THE NEW MEDIA ENVIRONMENT

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ABSTRACT

Nowadays the new media environment is both a challenge and opportunity for university students. Under this background, this paper mainly explores how to reconstruct university reading culture suitable for the development of contemporary university students' physical and mental health based on the effective analysis of reading culture differences between Chinese and western universities. This paper studies university students' reading behavior from the perspective of culture, which is of far-reaching significance. It can help to form a good reading atmosphere in universities and promote social and cultural level.

Key words: cultural difference; reading culture; the new media environment

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With improving the quality of education as the core, China's higher education is in the important development stages of promoting education develop scientifically at the new historical starting point and accelerating China from a big education country to a powerful education country, from a big human resource country to a powerful human resource country in order to make more contribution for great rejuvenation of Chinese nation and human civilization progress. Especially under the new media environment, it has practical significance to compare and examine reading culture difference between western and Chinese universities in order to find something insufficient, think and explore development directions. In the end, we can achieve the objectives of China's higher education reform and development and strengthen personnel training for our nation.

1. Relevant Definitions

Reading is not only multi-level behavior process of exploring, finding and knowing the world by acquiring information from all kinds of carriers but

also the fundamental way of human heritage and developing culture. The definition of reading culture can be divided into broad sense and narrow sense. From broad sense, reading culture is reading values and reading culture activities formed by social consciousness and environmental constraints based on certain technology and substance morphology[1]. From narrow sense, reading culture refers to reading literary and artistic works.

As for university reading culture, university students are reading subjects and reading objects are textbooks and extracurricular reading material. Reading culture in universities is cultural cognitive activity process and phenomena with the mutual influence between reading subjects and reading objects. It is subsystem of university culture. It is a reflection of university culture and teaching culture. Its formation and development is restricted by theory on university management, teaching methods and personnel training mode and influenced by university students' self-learning consciousness, learning style and social culture[2].

As an important reading area, university reading culture construction matters a series of major issues like university students' becoming useful persons, country' affluence, social progress and national revival, which is of great significance.

2. Chinese University Reading Culture Characteristics under the New Media Environment

Released in April 2013, the tenth national reading survey results show that the rate of those nationals aged 18 to 70 reading online and mobile reading both increased. Specifically, in 2012, 32.6% nationals aged 18 to 70 read online, which increased 2.7% compared with 29.9% in 2011. 31.2% nationals aged 18 to 70 made mobile reading, which increased 3.6% compared with 27.6% in 2011. The increase of digital reading indicates not only the upgrading of reading carrier but also the change of reading mode brought about by the underlying carrier content in this reading carrier change. University students mostly gain information through search engines, social networks, web portal and news aggregators website. Weibo, micro film, micro video, micro games and other new media become a new fashion on campus. This change changed the traditional reading habits and study way of university students, thus to establish university reading culture suitable for contemporary university students' physical and mental health development under the new media environment is particularly urgent and important.

New media is new media forms under the new technical support system, such as digital magazine, digital newspapers, mobile phone short message, network, etc. [3]. Compared with traditional media, its form, content and type all changed a lot, not only reading "book", but also reading "figure", "message" and "screen". This change changed the traditional reading habits and study way of university students, which will have its impact on traditional reading, but also promote the popularization of mobile reading on university campus. Under the new media environment, Chinese university reading culture mainly has the following characteristics.

2.1 Large Quantity and Fragmentation of Reading Content.

Under the new media environment, a lot of users read online and they read such large quantities of

information as text, images, audio, video and other information. University students are the main force of the new media. They spend a lot of time and energy focusing on news messages, WeChat, micro film, etc. and often releasing, copying, reproducing and spreading a lot of information. But a lot of fragmentations, worthless or even harmful content are included in this information, which lead to shallow reading and seriously affect students' physical and mental health. Some students even develop the network addiction and network autism. Therefore, we need to create a good learning and reading culture atmosphere, guiding and educating university students to select useful information scientifically in the quantitative and fragmentation of information.

2.2 Interaction and Real-time of Reading Process

The development of new media provides the technical support for the formation of the virtual community. By WeChat, weibo, instant communication tools, etc., university students can release text, photos, video they are interested in or discuss topics of common interest through real-time interaction. Real-time of Reading Process

is reflected in the "zero fee" of information release. University students can easily use mobile phones, Internet and WeChat to "live broadcast" all kinds of unexpected events and news, attracting the rest of netizen' attention. Although this rapid way of dissemination of information makes the exchange and communication among students, between students and society convenient, virtual space communication and release brings negative influence on campus information security and cultural propaganda. Some one-sided views and false information can mislead people to make a wrong judgment, so it is important to strengthen university students' network ideological and political education.

2.3 Mobility and Instrumentalization of Reading Ways

The portability and mobility of mobile reading has brought great convenience for university students' study, life and entertainment [4]. Contemporary university students treat mobile reading as a new way of learning and enjoy the convenience and happiness mobile reading has brought for them. The

mobility and instrumentalization of reading ways is realized by such new media as mobile phones and computer which has greatly promoted mobile reading activities on university campus. In addition, mobile reading tools and reading terminal displaying more vivid and intuitive information content and better visual effect has increased the interest and readability of content, thus they are welcomed by university students who are full of innovative spirit and like new things. Under the new media environment, as long as students have reading tools, they can do mobile reading anywhere at any time.

2.4 Individuation and Socialization of Reading Behavior

The new media environment provides great convenience for campus personalized reading. University students can set up their own web site, space, blog, WeChat, spread information and deliver personalized information to countless people. Meanwhile, they can pay attention to other people they are interested in. On the other hand, the virtual space formed under the new media environment is easy to form agglomeration effect. There are a lot of information without verification and extreme information on the internet which can be spread and forwarded in a short time, causing strong reaction and group debate. It happens on university campus.

3. Reading Culture Differences between Western and Eastern Universities Under the New Media Environment

3.1 Large Quantity of Reading in Western Universities and Little Quantity of Reading in Chinese Universities

There is no new data released in 2014 about the gap of reading amount per capita between China and other countries in the world. But in 2013, a media agency made an investigation about the present situation of Chinese reading, two groups of data are as follows: in 2012, the quantity of Chinese reading per capita, professional books, 4.39; news entertainment newspaper, 77.2; other journal 6.56. In 2012, the contrast of paper books reading quantity per capita, Israel, 64; South Korea, 11; Japan, 8.45; the United States, 7; China, 4.39. There is a group of data about the amount of buying books

per capita each year in related countries from online: 64 in Israel, 55 in Russia, 50 in the United States, while less than 5 books on average in China.

3.2 Deep Reading in Western Universities and Shallow Reading in Chinese Universities

From the above reading amount of our country and other countries, we can see that university students in western countries like buying and reading books and their reading mode belongs to "deep reading". While in our china, university students seldom buy books and read less books. They just surf the internet and their reading mode belongs to snack-like "shallow reading"[5].

3.3 Originality in Western Universities and Storage in Chinese Universities

In western universities, university students are required to exchange and study after reading. Especially, they are encouraged to have their own opinions and even criticism. In reading activity, the teacher will constantly ask questions and guide students to do deep thinking after they read books. The most familiar example of this is different understanding of "Cinderella" by students from western countries and our country. Students from western countries don't read books mechanically or repeat the book content, but must point out the defects and shortcomings of the book. Students can challenge students. Even students can challenge teachers. While in our country, reading is usually based on the test needs and students usually memorize mechanically, lack of originality.

4. The Meaning of Reconstructing Chinese University Reading Culture

As mentioned above, compared with western countries, there is a big gap between our country university reading culture and western country reading culture. Under the influence of the current new media environment, it is challenge as well as opportunity for us. We should start from university and try to reconstruct Chinese university reading culture together with government and society. We should not totally repudiate the original reading culture in our university, nor completely follow reading culture in western countries, but reconstruct university reading culture suitable for contemporary university students' physical and mental health development with the spirit of

reconstruction, the sense of urgency and responsibility.

4.1 University Reading Culture is Helpful for Constructing Reasonable Knowledge Hierarchy

In addition to the traditional way of reading which can be used to construct knowledge hierarchy, all kinds of reading activities carried out by universities can also be helpful for students to improve their reading interest, expand the scope of reading and improve reading ability. For example, the activity of new book recommendation and recommending required readings will be helpful for students to know more good books and let them have clear reading guidance in the vast sea of knowledge. Reading and soliciting articles will be helpful to arouse students' reading enthusiasm and reading interest, causing students to deepen the impression in the reading process and forming their own cognition and understanding which will improve reading level and the development of reading ability. Overall, the construction of reading culture plays an important role in enriching and perfecting students' knowledge hierarchy.

4.2 University Reading Culture is Helpful for Cultivating Moral Sentiments and Students' Aesthetic Judgment

Guiding students to read classics can make students be exposed to great books mentally and improve their ability of feeling life and knowing society. Studying excellent characters from classics can help students set up correct world outlook, view of life, personal values, cultivate their moral sentiment and make their soul receive true, good and beautiful things, which can make them become somebody with moral and intellectual comprehensive development. Meanwhile, reading classics can help to improve students' aesthetic ability and "aesthetics" belongs to the artistic value of reading. Readers can get aesthetic feeling of reading material through reading, producing a kind of spiritual joy and that is the realization of aesthetic value of reading.

4.3 University Reading Culture is Helpful for Improving Students' Ability of Thinking

In essence, reading process is thinking process. When readers read books attentively, actually they are constantly thinking, imaging, judging, inferring

and evaluating. According to American reading experts Tinker's research results, "in most cases, moving eyes while reading accounts for only 5% and the remaining 95% of the time is for thinking." Scientific reading training can make reader's logical thinking and imaginal thinking ability be improved, which is of great importance to the development of reader's intelligence.

5. The Ways of Constructing Chinese University Reading Culture

Based on using typical cases of promoting reading culture in western countries for reference, Chinese university reading culture construction should be done from two aspects of hardware and software construction. Hard environment construction for reading culture mainly refers to reading resource construction and reading place construction, including library construction and campus humanistic environment construction. Soft environment construction mainly refers to the construction of institutional aspect, teachers' level and spiritual level.

5.1 Hardware Construction

Library is an important source of university students' acquiring knowledge. Abundant library resources and powerful data information resources are convenient for students to acquire knowledge from various fields such as natural and social science knowledge. With the constant improvement of the current library construction, with library construction as the carrier, university reading culture construction is very important to build a reasonable knowledge system for students.

In collection building, library should not only develop characteristic collection resources aimed at major setup and disciplinary development of school but also construct reasonable humanity collection resources for the need of construction of campus culture. In a word, establishing a reasonable, scientific system of library collection resources which is suitable for university' objective of personnel cultivation and fully embody disciplinary development characteristics and the need of humanities development is of vital importance to promote students' all-round development and construction of campus culture.

Besides, under the new media environment, with the aid of new media tools, universities can try to make wireless network coverage be within the area of the whole campus. Teachers and students can receive and release information anywhere at any time. Especially, it is very convenient for them to read literatures by using mobile phone library.

5.2 Software Construction

Rules and regulations are mandatory which can guarantee the carrying out of campus reading cultural activities and cultivating good reading habits[6]. The can improve students' reading enthusiasm and promote healthy development of campus reading culture. The construction of reading culture based on institutional aspect generally refers to the forms of culture must strictly abode by and carried out. Under the new media environment, the elements of the institutional aspect of campus reading refer to new media reading specifications, the guidance and facilitating of reading activities and normative documents cultivating reading ability. Among them, new media reading specifications refer to specifying all kinds of codes of conduct during the transmission or access of new media information. The guidance and facilitating of reading activities refers to guidance documents or policy established by universities to promote beneficial new media reading. One of the key points of constructing university reading culture under the new media environment is to help and guide students to carry on the beneficial web personalized and socialized reading. For example, through such new medias as mobile phone newspaper and WeChat platform, school can release and spread campus information, carry on frequently classics reading activities, construct fine course online and take network ideological and political education to make reading culture develop toward the scientific and healthy trend. Normative documents cultivating reading ability refer to the continuous power of system to promote university students' reading habits and improvement of reading ability.

As students' guide, on the one hand, teachers must read more books and constantly improve themselves; on the other hand, they must know what books students read and guide them without delay. Promoting the construction of university

teachers' reading culture can make teachers become the model of students and promote the construction of campus reading culture. According to this aspect, universities can take various measures to encourage and support teachers to read, pushing forward the construction of teacher's reading culture and making teachers really become students' "mentor" in the end.

The key to cultivate the spirit of university reading culture is spiritual culture and the exploration of humanistic spirit. The elements of the spiritual level of university reading under the new media environment include reading motivation, reading requirements, reading accomplishment and reading habits. The main goal of university cultivating students is to cultivate them to be thoughtful, creative and with the ability of self-control and active thinking. The construction of university reading culture is to provide a new platform for university teachers and students' spiritual growth.

6. Conclusion

Under the new media environment, comparatively speaking, people (especially university students) are more and more at the mercy of visual media, causing traditional reading to experience "marginalized" to some extent. Under the condition of rapid expansion of a lot of visual media, how to control the encroachment of university students' leisure time and how to advocate and encourage a kind of reading culture is a serious and non-prevaricating task for our current construction of university campus culture. Reconstructing university reading culture is of era significance.

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