

## Analysis of How the Local University Library to Service for the New Rural Culture Construction

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### Abstract

The construction of socialist new countryside is a practical example of scientific socialism theory in China, and it is the performance of the Party Central Committee to implement the scientific concept of development. The construction of new socialist countryside is an important historical task in the process of modernization, and it is a milestone in the construction of scientific socialism. To carry out socialist new rural culture construction is an important content of the construction of socialist new countryside. This study analyzes the current situation of the construction of socialist new rural culture, and considers that the construction of the new socialist countryside is the need of the construction for local colleges and universities. And it analyzes the advantages of local colleges and universities to serve the construction of socialist new countryside, and puts forward the corresponding measures.

**Key words:** Local university library; Construction of socialist new countryside; Cultural construction

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### INTRODUCTION

The scientific connotation of the new socialist countryside is: the production and development, the village is neat, the township wind civilization, the life is ample,

the management democracy. Building a socialist new countryside is a manifestation of the CPC Central Committee to implement the scientific development concept in the full implementation of scientific development, but also an important historical task in the process of China's modernization. It is a major strategic decision made in the background of urban supporting rural and urban and rural economic development, which is a milestone in the construction of scientific socialism. Therefore, the construction of socialist new rural culture is an important content that can not be ignored in the construction of socialist new countryside. Local universities in the implementation of the party's ideological line and the policy of education, the most important and the most direct is the training of qualified personnel must serve economic construction, service for the center. Therefore, it is very important to discuss how the local university library is to serve the socialist new rural construction.

### 1. THE STATUS QUO OF THE SOCIALIST NEW RURAL CULTURAL CONSTRUCTION

#### 1.1 The Rural Culture Construction Service Is Lagging Behind and the Rural Knowledge Information Is Poor

National rural areas are the weak link of cultural construction, lagging behind the economic and social development. The decisive factor that affects people's poverty and affluence is the cultural quality, and the improvement of people's cultural quality depends on the rich knowledge resources. The knowledge poverty is the main reason that causes the low income of the farmers; the lack of knowledge resources is the biggest factor that restricts the development of the poor areas. At present, there are 23,000 towns in rural areas without cultural or facilities, small area; There are about 50,000,000 farmers

can not listen to the radio and television; it is difficult to meet the spiritual and cultural needs of the masses of farmers (Dong & Liu, 2007). Due to the lack of effective ways of information dissemination, the farmers' ability to obtain, absorb and exchange knowledge is scarce. Because of building a new socialist countryside, we need a large number of knowledge, technology, management, good management of new farmers. But because of the backwardness of cultural infrastructure in rural areas, farmers' cultural level is low, the barriers of knowledge poverty, making them difficult to obtain and use the useful information from the outside world.

### **1.2 The Transfer of Information Resources and Talent Not Meeting the Needs of the New Rural Culture Construction**

Although our country in the implementation of the "village", the establishment of the radio or cable television network, radio, telephone system, but they can provide or the transfer of information resources are extremely limited, real information resources required for construction of new rural culture is much less. The lack of talent makes it possible to use low for information. At present the country engaged in agricultural technology personnel more than 9,000,000, but the high level of the proportion of composite type of talent is less than 5%. The promotion of agricultural science and technology achievements in China is only about 35%, while the United States is 70% -80%, Japan is about 60%, it is difficult to talk about the real development and utilization of the vast information resources, production efficiency is low. Due to the asymmetry of information, information resources scarce, resulting in rich can not find good project eager farmers either, or because of the lack of technology, do not understand business and lose everything. And from the current situation of agricultural science and technology training, after several rounds of institutional reform, the original system to be more complete, and the included in the financial support of the Township Agricultural Technology Extension Station, agricultural science and technology service station, station of agriculture machinery of already exists in name only, basically in the state of "broken line, fishing net, people", to full foot farmers of technical training and service needs (Yu & Luo, 2007).

## **2. THE ADVANTAGES OF LOCAL UNIVERSITY LIBRARY SERVING FOR THE CONSTRUCTION OF SOCIALIST NEW COUNTRYSIDE**

The urgent need for scientific and technological information is to provide a space for the library and information departments at all levels to play a role in the construction of new rural construction personnel

services. As a resource rich local college library has a unique advantage in the construction of a new socialist countryside.

### **2.1 Diversified Information Services**

With the development of agricultural information user group and the development trend of information demand, the local university library has been established with the network as the support and the market as the guidance of the diversified information service system. The advanced technology and information resources of the library are transmitted to the village and township enterprises and farmers in the hands of the township enterprises and farmers. The library's information service is a continuous and endless stream of agricultural scientific research achievements (Li, 2006). It can find the way to promote and transform, and constantly improve the quality of information service, so that a large number of scientific research achievements into real productive forces. The library's information service also provides access to information, learning knowledge and adoption of practical science and technology for the vast rural areas and hundreds of millions of farmers (Wang, 2006). Letting the information resources better serve the construction of the harmonious society, it is a difficult and glorious historical task of the library workers in front.

### **2.2 Unique Infrastructure Advantages**

Local university library not only has certain advantages in the software, but also has the advantage of the county and township library in hardware. With the rapid development of higher education and the deepening of the reform of education, the university library has also changed significantly (Miu, 2007). University Library as one of the three pillars of the University, after many years of development, the construction of the library has made considerable development. In order to meet the needs of the development of teaching reform and the study of teachers and students, there is a lot of money to build a more advanced library; with the popularization of computer network technology and the appearance of the library management software, the construction of University Library's modernization has been accelerated. In the library facilities and equipment is in order to meet the needs of the development of modern information society and network technology, the use of advanced computer management software. In particular, the modernization of the continuous upgrading of equipment, with advanced local network, multimedia reading room, electronic reading room, and the document printing and copying equipment. The use of computer means to serve the readers and scientific management, so that the library's literature information is greatly used. The utilization and management of all kinds of service facilities are maturing, with the condition of opening

to the society. Therefore, in the collection, collation, processing local literature, the construction of local document database services in local construction, but also has obvious advantages.

### **2.3 Outstanding Special Service Personnel**

A galaxy of talents in the library of local colleges and universities, not only the high record of formal schooling, and has a group of rich work experience, trained information services to professional and technical personnel. The library and information personnel in local colleges and universities can develop, organize and promote all kinds of new scientific and technological information for the professional and technical personnel of various disciplines. University Library to meet the needs of the school discipline construction and service to the teachers and students, has a professional structure is reasonable, higher education level, familiar with the computer information technology, academic atmosphere of a high quality of the higher quality of the librarians. Most of the university library staff training, there are a considerable part of the personnel with senior titles, can be completely different kinds of information to identify and extract. In the collection, processing, circulation and reading of the literature information, they can handle a large amount of information and provide users with a variety of information products and information services. This advantage is also beyond the reach of the local public library (Duan, 2015).

## **3. IT BEING THE NEED FOR THE CONSTRUCTION OF LOCAL UNIVERSITY LIBRARY ITSELF**

### **3.1 Local Colleges and Universities Library to Expand the Field of Education Functions**

In twenty-first Century, the Internet has become an indispensable part of people's daily life, learning and scientific research activities, the ability to obtain information and deal with information is one of the essential skills in the survival of information. Serving the construction of new socialist countryside can promote the improvement of the local university library. On the basis of strengthening the construction of hardware, the development and construction of local colleges and universities are suitable for the service of network resources. Local colleges and universities should strengthen the collection of local characteristics and speed up the construction of the database. Local colleges and universities establish and improve the education platform based on the campus network and network education resources, and expand its service area, so that the educational function of university library is more fully play.

### **3.2 Local College Libraries in the Promotion of Universal Learning and the Role of Lifelong Learning to Be Strengthened**

In the new era and the development of commodity economy, the desire of farmers' desire for knowledge is increasing. But by the degree of culture, information, and other factors of occlusion and other factors, the farmer's wishes can not become reality. In the information society, it is a prerequisite to be able to sail on the ocean of knowledge. Therefore, the ability to obtain information and deal with information is one of the essential skills for the survival of the information society. And to eliminate the gap between urban and rural areas, the level of economic development and the growing gap between the digital divide is the library and information departments at all levels of responsibility. It is an important measure to meet the knowledge economy and the learning society to meet the knowledge economy and the learning society by means of modern media and distance education. University Library in promoting the whole nation to learn, the role of lifelong learning is strengthened.

## **4. LOCAL UNIVERSITY LIBRARIES FOR THE CONSTRUCTION OF NEW SOCIALIST COUNTRYSIDE SERVICE MEASURES**

The local college library is added to the local economic construction, which provides a unique condition for socialist new rural culture. In the modern information network construction, professional and technical information, periodicals, newspapers, video data and professional personnel, local colleges and universities library than the local public library, professional museum has advantages. It provides information on the quality, quantity, accuracy, security and other information transmission channels can not be compared. I believe that the local college library for the socialist new rural cultural construction services has the following initiatives:

### **4.1 Raising Awareness and Enhancing the Awareness of the New Rural Construction Services**

To build a new socialist countryside and make the majority of farmers out of poverty, it is necessary to implement the scientific concept of development and building a socialist harmonious society. It is also an important strategic task to accelerate the construction of socialist modernization. From the school leaders to the library staff, we should fully understand the great significance of building a new socialist countryside, and enhance the awareness of the socialist new rural construction services. The great practice of University Library in the construction of new countryside can make a contribution to the construction of new socialist countryside. The library of local colleges

and universities should establish the core value system of the socialist core value system. In turn, participate in the practice of the new rural construction, which can promote the University Library's own development and construction, realize their maximum value.

#### **4.2 Provide Scientific and Technical Information Service and Intellectual Support for the Construction of New Rural Areas**

In our country, it is a very small per capita arable land, on the other hand, the agricultural infrastructure is weak, and agricultural labor productivity is very low. Therefore, to build a new socialist countryside, we must first develop the modern agriculture. University Scientific and technological power is strong, every year a large number of scientific and technological achievements come out, but the promotion of scientific and technological achievements is relatively backward, the transformation rate of scientific research results is less than 1/3. University Library as a literature information center, it has a wealth of literature information, such as books, periodicals, newspapers, CDs, audio and video information, etc. These documents are rich in content, highly professional, authoritative and highly accurate, and it is the public library in the county and township. Therefore, colleges and universities library can active rural provide science and technology information service, matchmaking, and promote scientific and technological achievements into commodity and the transformation of productivity. In addition, the university library can help farmers to build their own libraries, reading room, Internet room and other cultural activities room, in the book lending, information services, network construction and other intelligence to give strong support.

#### **4.3 To Play the Advantages of Library Personnel, for the New Rural Cultural Construction Services**

Material poverty is not terrible; terrible is the culture of poverty. Only by strengthening the construction of rural culture and improving the cultural quality of the peasants, can we realize the sustainable development of rural areas. University library should play its own advantages, take the counterpart support, and have the key to support the construction of rural library. University library can choose a village and sign a long-term cooperation agreement with the support of the local government, and provide the library (room) address and management personnel by Haruki, the township (town) government regulation. University library may have retired bookcase, computer facilities and the farmers need a fruit tree planting, livestock breeding, popular science, literature and art books and reference materials provided to helping the village establishment of rural library; University library staff should play their own professional advantage and human resources advantages, for the Rural Library (room) training library management personnel and

computer information technology applications (Zhang 2015). The university library staffs help the cataloging of books and enhance rural library culture function and service function of radiation. University library should enhance the influence of the rural library, the majority of rural friends to learn knowledge, culture, science and technology of the health track, thus enhancing the rural development potential.

#### **4.4 The Establishment of New Rural Construction Liaison Officers to the Subject of Professional Librarians to Carry Out Digital Reference**

In the local university library subject librarian hiring new rural construction liaison, the subject librarians responsible for related reference, organize and coordinate training and the service work. This is a new measure of the social service of Local University Library under the network environment. Subject librarians can be gathered to the farmers in urgent need of scientific and technological information needs feedback to the relevant departments, the agricultural experts, and the establishment of a think tank. The subject librarians publish for the local characteristics of agricultural science and technology information, sent free of charge to the farmers. Subject librarian can also through the Internet to develop the digital reference service, namely the use of e-mail, electronic bulletin boards, network chat (IRC), agricultural specialized technology QQ group and other online Q & a way to carry out the agriculture science and technology service. New rural builders can directly through the network to explain their needs, at any time to communicate with the information consultants, the library can hire agricultural experts, agricultural local college teachers as online consultants to carry out this work.

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## **CONCLUSION**

In the process of building a new socialist countryside, more hardware and software equipment is needed to support its development. And local university library because of its rich collection of cultural resources and knowledge of the library staff, so that the advantages of supporting the new rural cultural construction can play a very good role. This research analyzes the present situation of the new socialist rural culture, and considers that the construction of the new socialist countryside is the need of the local university library itself, and then analyzes the advantages of local colleges and universities to serve the construction of socialist new countryside, and puts forward the corresponding measures.

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