

Research on Functional Orientation of China's Provincial Public Library Service

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Abstract

Based on the analysis of the present research situation at home and abroad to the provincial (state) public library service functional orientation, this paper analyzes the connotation and significance of functional orientation of China's provincial public library service, studies China's provincial public library services function orientation which aiming at "Thirteen-Five", and locates their service function in social education, reading and learning, information service, leisure culture, leading the development of five aspects.

Keywords: China Provincial public library Service function Orientation "Thirteen-Five"

1. Research Status of Provincial (State) Public Library Service Function Orientation at Home and Abroad

1.1 An overview of the international library research

To understand the status quo of the international library studies on provincial (state) public library function orientation, taking foreign database ProQuest Academic Database as the tool, and taking "state library", "provincial library" as the title keyword, I searched the related academic paper, and got a total of 24 as a result. After eliminating irrelevant documents, only 5 related records left. These documents mainly research the state library history, consulting librarians, public library system, evaluation standard, etc.

In EBSCO Database, taking "state library", "provincial library" as the title keywords respectively, I got a total of 4943 results. Among which, limiting the time for 2010--2014, I retrieved 772 results. To filter the document again, I received 22 related records. Among them the full text papers are 14 and abstract information are 8.

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In the relevant documents retrieved from EBESCO Database, mainly are about the state library's news and dynamic information in the United States, and research literature is less. The contents of these documents are mainly around the library history, news reports, etc.

1.2 The general idea of China library's research

Taking "provincial public library service orientation and construction strategy research" for keywords to have a full-text search, and limited research papers published from 2009 to 2015, I got similar ones to the topic: *Provincial Public Library Function Orientation in the System of Public Cultural Services* on December 15, 2008, published in *The Journal of the National Library* and written by of KePing, Yin Jing; *The Comparative Study of National Library, Shanghai Library and Nanjing Library: taking Nanjing Library as an example and also on the provincial public library service innovation* on April 15, 2009, published in *The Journal of Sichuan Library* written by Li Hao; *Exploring Provincial Public Library Service Idea in Our Country* published in the *Journal of Library Information Work* on January 5, 2011 and written by Peng Fei; *The Construction of Cultural System in Provincial Public* on November 15, 2011, published in *The Library Work and the Study* and written by Liu Ping; *Research on the Practice of the Public Library Service Orientation and Construction Strategy* on July 8, 2014 published in *The Heilongjiang Chronicles* and Written by Zhang Yanbo; *Research on the Construction Strategy of Provincial Public Library Service System of Our Country in the Twelfth Five-year Period* on October 15, 2014, published in *The Journal of Sichuan Library* and co-written by Wang Xuechao Li Wei and Han Hong and so on.

Among them, Liu Ping pointed out in her paper *Cognition of Provincial Public Library Orientation in the Construction of Cultural System*, that the provincial public library is a government sponsored public cultural services, the important backbone of the construction of public cultural service system, and the central platform which use modern communication way, widely cover society of urban and rural grassroots and spread scientific and cultural knowledge for the majority of the people. As the center institution of an area's public libraries, provincial public library should be the provincial center within the scope of information resources and information service center first, mainly for reference, intelligence and other higher level information service. The order of the provincial public library functions are information research center, education support center, cultural heritage center, reading center, information center and community center.^[1]

KePing and Yin Jing pointed out in their paper *The Provincial Public Library Function Orientation in the Cultural Service System* that provincial public library in different parts is different in library environment, equipment level, personnel quality, etc. And there are differences in resources and services levels, also in the degree of the realization of the function. So they should pay to the developed region and undeveloped region different positioning. In the construction of the modern system of public cultural services, at all levels of public library should recognize their own functions and missions, scientific positioning service function, perfect service system, improve the service efficiency.^[2] More valuable.

2. The Connotation of the **China's** Provincial Public Library Service Function and Meaning

2.1 The connotation of the **China's** provincial public library service function.

Public library is the earliest type of library first appeared in human history. *The Public Library Service Specification* implemented on May 1, 2012 in China clearly pointed out: "The public library invested by the people's governments at all levels, or run by donor social forces which open to the public is the public welfare facilities of public culture and social education in literature information resource collection, sorting, storage, transmission, research and service functions. At present in the public library service system in our country, there are mainly four levels: first level is the core of the national public library service system - The National Library of China. The second layer is the leading library of the district public library service system construction-the provincial public library; The third level is the regional public library service system construction of the essential library-municipal library; The fourth level is the significant support of the rural public library service system construction- The county level. In the construction of the modern system of public cultural services, at all levels of public library should recognize their own functions and missions, position the scientific service function, perfect service system, improve the service efficiency. [3]

China's provincial public library is non-profit public welfare services with the support of the Chinese government. As an important part of public culture service system, it is the central platform which disseminating scientific and cultural knowledge information to the general public, and between the state and municipal library. It should shoulder the essential task and should play a role in the system of public cultural services. So-called provincial public library's service function, is to make this level at the provincial level public library service and let it be different with national, municipal and county level public library services, and form the core competitiveness based on the requirement of the provincial culture. As Hunan Library director Zhang Yong said: "Provincial public library services should reflect the achievement of literature carrier cultural accumulation, the inheritance and development in this province domain, and should be the sign of provincial best culture and characterization". [4]

2.2 The meaning of the **China's** provincial public library service function orientation

Library Society of China issued *The Declaration of Library Service* in 2008, which gave a clear positioning to the social public functions of the library: "Library is the door to the knowledge, which realize the social function of leaching knowledge, transfer civilization through systematic literature information collection, conservation and organization". Most of provincial public libraries in the provincial capital, occupies an important position in peoples' minds. However, many provincial public library in the construction concept, facility layout, management, operation and service providing, etc., did not match their own level, not in accordance with the requirements of the development of modern society to provide the required services to the public. This is a waste of manpower, financial and material resources to the country, and is not conducive to the development of library cause.

Only provincial public libraries do constant reflection, clear their service function orientation, can they determine the corresponding collection features, facilities layout and the construction scale, and use modern way of communication to meet the diversified cultural needs of people; Also can play their own advantages to meet people's service demand which don't have access in the other level library, set up good social image, expand the social influence, to play its leading role in the system of public cultural services.^[5]

3. Consideration of Provincial Public Library Service Function in China for the "Thirteen-Five"

Public library is the life force of spreading education, culture and information, which guarantee citizens to have the right to obtain knowledge. "All for the readers, to find the people for the book, and look for the book for the people" is the best interpretation of the library service. "Thirteen-Five" period will be the critical period of China to build a well-off society in an all-round way, realizing the Chinese dream of the great rejuvenation. China's provincial public library as the leader of the provincial public library service system construction, and at the arrival of "Thirteen-Five" should take "correct guidance, government-led, social participation, co-construction, sharing and innovation" of the five principles of ^[6] as the basic follow when study its service function. It should attach great importance to the accumulation and inheritance of carrier culture, promote the development of equal service by standardized service, improve the service efficiency, reveal its symbol and characterization of position of the best culture in its province, make it play a better performance of the national policy and lead the development trend. ^[7]

3.1 China's provincial public library social education function

3.1.1 China's provincial public library should become the center of spiritual civilization construction

China's provincial public library is a provincial literature information resource gathering and communication center. Provincial public library rich resources and high quality service, has inspired people to desire to read and learn, create a good cultural atmosphere for the society, make the human spirit civilization construction has a reliable guarantee. Each library should give full play to the advantage of rich library literature information resource; Make full use of advantage of broad and elegant venues and ability of meeting the multi-level demand; Give full play to the good qualities of librarians, exquisite business and service advantages, for the reader, build the atmosphere of rich spirit and calm culture. In the modern system of public cultural services, they should actively cultivate and practice the socialist core values series training education work, organize exhibition of socialist core values, the popularizing-law education exhibition, and increase circulation service in army, school, community and prisons, regularly distribute the books to carry forward the Chinese traditional culture, and aroused the national spirit of patriotism, collectivism, become the ideal hall for citizens to accept lifelong education and spiritual civilization construction center, play a functional role to transmit scientific and cultural knowledge and conduct patriotism education.

3.1.2 China's provincial public library should become the center of social education

Social education refers to the various education activities to children, teenagers and adults which using cultural and education facilities outside the school education. The rise of social education is significant progress in the development of modern democratic society. Public library is a part of the modern social education system which cannot be ignored. Social education learning center is a talent mission of public library, and is always accompanied by the public library development. China's provincial public library has rich collection, elegant environment, complete facilities, should be a social education center of learning, spreading advanced culture, carrying forward the positive energy. In constructing the public cultural service system, it should adhere to the correct direction, make enlightenment education plan for the young children. Provide popular science education textbooks for teenagers; Provide study guide for people's lifelong education. Through these education activities to make up the deficiency of school education, meet the requirements of adults' continuing education, achieving the full development of individuals and promoting the quality of the people^[8]

3.2 China's provincial public library reading function

3.2.1 China's provincial public library should develop the reading habits

The formation of reading habits, directly affect a country and the future of the nation. In 1995 UNESCO announced that every year on April 23 as the "World Reading Day", hoping people scattered all over the world, whether old or young, whether poor or rich, whether sick or healthy, can enjoy the pleasure of reading, respect and thanks for masters of literature, science and thought who made great contribution to human civilization, and can protect intellectual property rights. As an information resource center, Nanjing library is an important base to cultivate the reading fashion, whose first thing is to provide rich resources in various types of carrier to attract readers; Second is to do a good job of guided reading, to recommend appropriate reading list according to different age and different cultural level of readers, to make more people learn to read, love to read; At the same time, it should increase the propaganda of nationwide reading movement, carry out various forms of reading activities, promote the national reading, play to the China's provincial public library function and role to cultivate the reading habits of the nation.

3.2.2 China's provincial public library should develop reading promoter

China's provincial public libraries regularly from time to time held nationwide reading promotion. They can stimulate the reading interest, cultivate the habit of reading, strengthen the consciousness of nationwide reading and improve reading level. Take the requirement of the masses as "baton", increase the intensity of free training, can they affect more people to become reading extension workers. They should continue to carry out the "Reading festival", "Book club" and other brand service, propagate in the form of interaction and carry forward the Chinese traditional culture, make readers feel the broad and profound Chinese traditional culture's influence on contemporary life, to attract numerous readers involve in reading, enjoy reading, creating the atmosphere of the whole society's awareness of reading and learning.

During the period of "Thirteen-Five", they should continually work hard to cultivate people consciously to become the promoter of nationwide reading and reading culture builders. [9]

3.3 China's provincial public library's information service function

3.3.1 China's provincial public library should create a situation of balanced development

Let the sunlight of culture shine on everyone, every corner, promote the balanced development of the public culture, is the ultimate goal of public cultural undertakings development in our country. China's provincial public library is the center of its province domain scopes the collecting books, catalogues, inter-library loan and business research, communication, shoulder the different mission and function which is different from other library's levels and types. They should uphold the "People-oriented", "Fair and equal" information service concept, serve people both male and female, old and young, the rich and the poor; They should serve regardless of northwest and southeast, city and villages to open new situation of information service in equilibrium development between regions, urban and rural areas, and the crowds. And, of course, they should play the advantages of provincial public libraries, in service for enterprises, scientific research and government decision-making, knowledge navigation service, reference service, science and technology novelty search service, local cultural services, personalized service and so on high level information value-added services; In the realization of the diversity of service projects and integration, they should make new contributions in meeting society's growing and diverse information needs.

3.3.2 China's provincial public libraries should create a "space maker" mode

"Space maker" become more common in the United States in recent years, the subject of public library has been burgeoning. The part library has successfully built "space maker", not only provide books for readers to learn resources, but also provide space for readers to explore and develop. Home also has some libraries plan to build "Space maker", uses it as a natural extension of library knowledge service into a new system of the library services. The move will be the new wave of library service. Try to draw lessons from American library mode, China's provincial public libraries starting "Space maker", can provide not only a learning space, communication space, inspiration space and display space, support the reader individual self-value and social value of the common display, also can promote the provincial public library service have a big step forward, enhance the ability of provincial public libraries full service, provide a new change for the transformation of provincial public libraries. [10]

3.4 China's provincial public library's leisure culture function

3.4.1 China's provincial public library should build cultural services brand

Leisure culture is refers to a kind of culture creation, culture appreciation, culture construction state of life and way of behavior of the people to pursuit after the complete social necessary labor time to meet the various needs.

During the "Thirteen-Five" period, the China's provincial public library should continue to elaborate "lecture", "exhibition", and other culture brands, further enhance the visibility and social reputation of the libraries. To better promote the in-depth development of nationwide reading day activities, play the role which provincial public library should have. In facing the public commitment for every Saturday and Sunday free lectures held at the same time, continue to conduct the patrol "Lecture base line", uses brand to serve the grassroots, makes the new luminescent spot of "lectures". It should also continue to create "exhibition" brand, complete the bootstrapping, expand the roadshow, introduce excellent exhibition, enlarge the influence of "exhibition", creating the atmosphere of leisure culture.

3.4.2 China's provincial public library should build cultural leisure space

The concept of "Second living room" for the first time to the public library's mission to the world beyond the traditional concept of library mission has a "steady" effect. "Third culture space" is the concept of international libraries inspired by "Second living room" concept to introduce, which more appropriately depicts people's blueprint for the future of the public library positioning. They all require public libraries in the future to have social, public, cultural and recreational nature. During the "Thirteen Five", the China's provincial public library should make great efforts to create "The third culture space", innovative culture leisure services, so that readers can enjoy leisure in the culture, in the leisure culture taste, enjoy it, taste in them, to the greatest extent to meet the demand of the reader's leisure culture, the most widely make readers get the enjoyment of spirit, culture and life. In leisure culture innovation service, there is a lot experience abroad, such as the American library association in 2008 launched the international day of library game activities, etc.^[11]

3.5 Function of leading the development of China's provincial public library

3.5.1 China's provincial public library should construct the public library service network throughout the province

As the leading library in the province public library service system construction, during the period of "Thirteen-five", China's provincial public library should build digital resource service terminals for the emerging Internet, using more advanced network technology to broaden the scope of the digital resource service, grab new digital resources service territory, cater to the mobile terminal services of digital resources, establish a mobile digital library, children's digital library and digital library for the **visually impaired people**. In the form of the library alliance, it should build the provincial public library service network, guide the entire province all levels of public libraries by using new technology, build a service platform, union catalog, **inter-library** loan, realize the connectivity, make efforts to eliminate the digital divide, fundamentally improve the provincial public library service ability and service level.

It should continue to facilitate the construction of the provincial public library reference network, make it across all the district and county library in the province. It should speed up the introduction and application of Chinese-foreign knowledge discovery and unified retrieval platform, and actively use OCLC platform to advance international inter-library loan, real Chinese culture to the world. To cooperate with the competent department of culture in the province to implement the "Cultural Information Resources Sharing Project", "Digital Library Promotion Project", "Electronic Reading-Room Project" and "Ancient Books Protection Project". To speed up the process of digital library history documents, the formation of ancient books database platform, building the full text database of ancient books. Start the collection of precious historical documents to repair plan, organization province ancient books protection center experts to the city and county libraries, guides the work of ancient books repairing and protecting. To implement multimedia resources collection's digital processing and back indexing database construction projects, taking innovative technology and document resources protection advantage to lead the city and county library in the province sustainable development. [12]

3.5.2 China's provincial public library should build the three big systems' sharing platform

Today is in the global information times. Information resource service of public library should abandon the way of going it alone, and rely on the "Three systems" of the nation to carry out information resources service to meet the needs of all users in full measure. China's provincial public libraries should collect, save and integrate cultural information and resources, excavate local characteristic resources, research and develop local culture creative products, establish a local literature database, innovate service mode of cultural products, support the provincial cultural construction and development in the industry. Provincial public library is the collection and distribution center of provincial domain within the scope of literature information; also the biggest literature information research and consultancy, which literature information service has the advantages of the strong pertinence, strong professional, and strong standardized. The universities and colleges' libraries and research institutes libraries also have many advantages. Provincial public library should dominate the library cooperation and alliance with universities and research institutes, play the role in constructing provincial library within the scope of the three systems of co-construction and sharing system, promote the spread of advanced culture and communication, and in the provincial resources, services, complementary advantages, construction of cultural strong province.

4 Conclusions

China's provincial public library is an academic and cultural center of the integration of learning research, information discovery, knowledge innovation and leisure experience. Its ability and level of serving the public is the sign of cultural soft power. In the time of "Thirteen Five" plan discussion and research, taking the social education, reading and learning, information services, leisure culture, leading the development as the service function, will help to better play the role of provincial public library in the public culture service system, accelerate realization of the goal of construction of comprehensive and research modern library, to make due contributions to build a well-off society in China.

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