Construction of Public Cultural Service System in the Age of Digital Reading

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Abstract: In the current era of digital reading, the public cultural service system has a new connotation. Digital reading public service has become an important part of China's public cultural service. In some economically developed provinces, useful exploration and attempts have begun. There are still many problems in the country. This paper will analyze these issues and propose relevant measures for the construction of China's public cultural service system in the era of digital reading.

1. The Connotation of the Digitalization of Public Cultural Services

Public cultural services refer to: "Public cultural facilities, products and services provided by all citizens for the main purpose of meeting the basic cultural needs of citizens, with the government-led and social forces actively participating." At the macro level, public cultural services are considered. The standard is the actual needs and accessibility and participation of ordinary people in cultural services and activities. Broadly speaking, the public cultural service system is a cultural service and activity that involves the daily life of the people, the public has the conditions for participation and can enjoy service guarantee. Public cultural services need to be compatible with China's economic and social development level and social and cultural supply level. Public cultural services are done through the media, so in the digital media era, public cultural services need to update their products and services to adapt to new media needs.

The digitization of public cultural services refers to the transformation of social public cultural products or services, as well as public cultural facilities into digital, intelligent, mobile multimedia, thus highlighting the media attributes of public cultural services in the digital age. Some scholars believe that the digitization of public cultural services should include three meanings: the collection and processing, storage and transmission of Internet and digital information, the digitization of media and the digitization of social lifestyle.

In the new era, the digitization of public cultural services has the following connotations: First, the digitalization of public cultural services. In the era of digital media, we must adapt to changes in the needs of service objects and appreciation habits. In the current network new media era, the characteristics of cultural consumption diversification and new mediaization have determined that government departments must develop new digital products and services and enrich public cultural service content. The original public cultural products and services are presented in a digital form, and the public is provided with new forms of public cultural products and services in accordance with the new modes and characteristics of social media. Second is the digitization of public cultural services. Move existing public cultural services to electronic and networked.

2. Digital Reading Has Become An Important Part of China's Public Cultural Services.

Now that it has entered the 21st century, advanced western countries have achieved certain successful experiences in improving the efficiency of government service and the level of national public cultural services with digital e-government construction. In the information age, the competition of national soft power is ultimately the competition of digital application. The use of digital media technology to improve the government's administrative level and service efficiency has become the broad consensus of the developed countries and some developing countries. Under the dual drive of building a service-oriented government and the construction of public cultural

services, the integration of electronic media technology and public cultural services has become an irresistible trend.

From the digital supply of government public cultural services to the digital consumption of the public, it is one of the essential characteristics of the "public digital culture construction", and is an important manifestation of the transformation of the public cultural service system, which is in line with the current public demand for digital culture and consumption in the digital age of the Internet. Situation. Fang Biaojun, a scholar, believes that "this concept is to affirm the theoretical significance and reality of the use of information technology to expand the ability and scope of public cultural services by using public welfare digital cultural products and services." The role goes beyond the communication network of the public welfare digital culture on the purely technical level, but uses the network media as the medium to cover and reach the target audience as widely as possible, and strengthen the internal influence of the digital culture in the civic life."

In the current context of networking and digitization, technology is not only a means of public cultural services, but also provides a supporting role for public cultural services. In some cases, technology-derived public cultural digital reading products and services with new forms It will further enrich the connotation of public cultural services. The concept of digitalization of public cultural services is used to summarize the new development direction of China's public cultural services, and to highlight its essential attributes, in order to more effectively distinguish the public cultural services in the traditional media era. Therefore, the connotation of the current digitalization of public cultural services has new era significance.

In the era of "Internet +", digital reading of media and content has become one of the basic cultural consumption methods of Chinese citizens. Actively and effectively promoting the reading work of the whole people requires the development of digital technology and multimedia technology to analyze the relationship between digital reading and traditional reading, and clarify the relationship between human reading and scientific reading. Traditional books and periodicals should innovate mobile, digital, and social communication methods to adapt to the reading habits and characteristics of the public in the digital media era.

3. The Problems of China's Digital Public Cultural Service System

In the digital age, all parts of China have responded to the requirements of the new era, and have focused on meeting the needs of the digital culture of the masses, and have carried out many useful explorations. For example, the "Urban Public Culture Cloud" service launched by Shanghai in 2014, the service is based on cloud computing to package information technology and cultural resources on the "cloud". Through the integration of cloud platforms and other means, ordinary people enjoy the "cloud" of public culture. application". The "Zhejiang Culture Communication" service launched in Zhejiang Province in 2015 is based on the integrated management system platform of public cultural services such as libraries, museums and theaters. The integration of big data information resources is used as a means to share the public through cloud sharing services and mobile media. Provide search and read digital information resource services to form a network self-service library.

In recent years, the "Digital Public Culture Experience Platform" has been launched in various regions of China. These platforms use social media and multimedia mobile APP terminals to integrate library digital media resources and local digital cultural resources to provide relevant services to the general public. Cultural interactive experiences, interactive reading and other mass cultural activities. At the end of May 2015, Chengdu built a center and three platforms, namely: public cultural digital center and public cultural digital management, service, APP information service mobile platform. These digital platforms have greatly promoted the digitalization of public cultural construction in China.

The construction of public reading service is of great significance to the construction of China's modern public cultural service system. Accelerating and improving the digital public reading system that benefits the people is the fundamental task of the development of public cultural

undertakings, and is the necessary way to narrow the gap between urban and rural areas and achieve equalization of public services.

China's digital public cultural services sprouted at the beginning of this century. In 2002, China initiated the sharing of public cultural service information resources from the national level. In the more than ten years since the public cultural service informationization, China's digital public cultural services have basically been implemented separately, lacking overall consideration and planning, lacking The concept of resource sharing, for a long time, failed to form a global concept and ideas for guiding the digital construction of public cultural services.

4. Measures and Suggestions for the Construction of Digital Reading Public Cultural Service System

4.1. Improve the Public Cultural Service Indicator System with the Support of Big Data

Make full use of information technology such as big data and cloud computing to improve the level of digital reading services and simultaneously promote online and offline "all-people reading" activities. Make full use of new media, play the positive role of big data in data collection, calculation, sorting, statistics, etc., and make statistics on the public comprehensive reading rate and digital reading rate, and provide preliminary data support for further promoting comprehensive digital reading.

4.2. Make Full Use of the Mobile Internet to Build a Unified National Reading Service Platform

It is necessary to speed up the network and digital construction of infrastructure in the central and western regions of China and gradually increase the number of public service groups. In accordance with the spirit of the National 13th Five-Year Cultural Outline, we will carry out in-depth reading activities for all, actively promote digital reading to develop in depth, and build a national-level public reading platform based on the full sharing of Internet resources, and steadily promote the comprehensive integration of provinces, municipalities and autonomous regions. Digital reading platform construction. Utilize emerging technologies such as big data and cloud computing to accurately grasp the reading habits and cultural consumption needs of the public, and lay a good foundation for the further development of the public service platform.

4.3. Use New Media Technology to Improve the Training Level of Professionals in Public Cultural Services

It is necessary to make full use of new media technologies and accelerate the development of digital professional talent training for public cultural services. Innovative reforms in any industry are inseparable from human beings. Only with digital public cultural service talents can we advance various tasks. Digital reading requires a large amount of knowledge about computers and mobile new media. Ordinary people cannot master relevant technologies through self-study at a time, and must provide professional guidance through relevant technical training personnel.

4.4. To Take the Government as the Leading Factor and Accelerate the Construction of the Public Digital Cultural Service System

The National "13th Five-Year Plan for Promoting the Equalization of Basic Public Services" clearly states that it is one of the important responsibilities of a service-oriented government to build a modern public cultural service system and provide equalization and benefit to the public cultural services of the whole people. It is necessary to adhere to the principle of coordinated government promotion, the coordination of all sectors of the whole society, to meet the cultural needs of the masses, scientific planning, and actively promote the equalization of citizens' public reading culture services. In accordance with the principle of "great overall planning and large integration", we will introduce relevant policies and regulations for the digital construction of public cultural services in China, establish a national-level digital reading public service platform, and accelerate the construction of online digital libraries in underdeveloped areas in the central and

western regions.

Acknowledgements

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