

DOI:10.18686/cle.v2i2.3741

The Cultural Leadership Role of the Red Sleeve Library in the New Era of University Libraries

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Abstract: Of cultural inheritance, Red Sleeve Library has successfully promoted the inheritance and development of traditional culture. In terms of cultural innovation, Red Sleeve Library not only pays attention to the protection of traditional culture, but also actively explores and promotes emerging cultural forms. In terms of cultural exchange, Red Sleeve Library provides readers with opportunities to learn about different cultures and promote the exchange and integration of Chinese and foreign cultures.

Keywords: Red Sleeve Book; Cultural inheritance; Cultural innovation; Cultural exchange

Fund Project:

This article is a series of research results of the 2022-2023 University of Shanghai for Science and Technology special project on the construction of civilization.

1. Research background

In recent years, the role and significance of Red Sleeve Books in the field of culture have been extensively studied and explored. Researchers have conducted in-depth research and analysis on the cultural leadership role of Red Sleeve Book Garden from different angles and perspectives^[1]. From the perspective of cultural needs, the cultural leadership role of Red Sleeve Book Garden is mainly reflected in its diversified cultural services. b20>^[2] As a cultural area dedicated to serving female readers, Red Sleeve Book Garden not only collects a large number of women's books and related cultural works, but also carries out a variety of cultural activities, such as lectures, exhibitions, reading sharing, etc. These activities not only meet the reading needs of readers, but also provide a platform for communication and interaction, and promote communication and cooperation among readers. From the perspective of cultural communication, the cultural leading role of Red Sleeve Book Garden is mainly reflected in its colorful cultural display and publicity. Red Sleeve Library not only conveys cultural information to readers in the form of books and cultural activities, but also conveys the value and significance of library culture to the society through the form of display and publicity. These displays and publicity not only improve the cultural literacy and awareness level of readers, but also enhance the cultural influence and social status of the library. b20>^[3] From the perspective of cultural innovation, the cultural leadership role of Red Sleeve Library is mainly reflected in its ability to promote and promote cultural innovation. Red Sleeve Book Garden not only pays attention to the inheritance and promotion of traditional culture, but also pays attention to cultural innovation and creation. In short, as an important part of library cultural services, the cultural leading role of Red Sleeve Library in the new era of libraries has been widely concerned and studied in today's society.

2. Cultural service content of Red Sleeve Book

Red Sleeve Library is a cultural area dedicated to female readers initiated by the Women's Working Committee of the Chinese Library Association. The cultural services of Red Sleeve Library mainly include three aspects: document collection, cultural activities and cultural promotion. Among them, literature collection is the most basic service content of Red Sleeve Book, mainly involving women's literature, women's psychology, women's health, women's social status, etc. Cultural activities include lectures, exhibitions, reading sharing and other forms, aiming to meet the cultural needs of readers and improve their cultural literacy. Cultural promotion is one of the important tasks of Red Sleeve Book, which mainly includes cultural display, cultural publicity and cultural innovation, aiming to promote women's culture and expand cultural influence.

3. The leading role of the Red Sleeve Library in cultural inheritance in university libraries

As one of the main places of cultural inheritance, libraries have an important responsibility in playing a role in cultural inheritance. The Red Sleeve Library of University Library is an important part of the library's cultural services, and its leading role in cultural inheritance is mainly reflected in the following aspects:

3.1 Improve the cultural literacy and cognitive level of readers

The Red Sleeve Library of the University Library has rich cultural resources, including a large number of books, documents, pictures, audio and video materials related to women's culture, etc., through the collation, collection and display of these cultural resources, readers can understand the historical origin, cultural connotation and modern value of women's culture, so as to deepen the knowledge and understanding of women's culture and promote the inheritance and development of women's culture. At the same time, through participating in exhibitions and cultural promotion activities related to women's culture, readers can also learn relevant cultural knowledge and skills, increase their own cultural level and cognitive level, and promote their all-round personal development.

3.2 Promote women's culture and promote cultural diversity

The women's culture promoted by the Red Sleeve Library of the University Library has distinct characteristics and values, and its promotion and inheritance help to promote cultural diversity. By showing the connotation and characteristics of women's culture, readers can have a deeper understanding and understanding of the differences and commonalities between different genders and cultures, and further promote cultural diversity and cultural exchange.

3.3 Cultivate the reader's morals and values

The cultural services of the Red Sleeve Library of the University Library also play an important role in cultivating the morals and values of its readers. By displaying the excellent qualities and values of women's culture, such as love, responsibility, dedication, strength, self-confidence, etc., readers can feel the importance of these qualities in cultural exchanges, and then learn from these qualities, cultivate their own morality and values, and become an important force for the harmonious development of society.

In short, the leading role of the Red Sleeve Library in the cultural inheritance of the university library is very important. Through rich cultural resources, cultural activities, improving readers' cultural literacy and cognitive level, promoting women's culture, promoting cultural diversity, and cultivating readers' morality and values, Red Sleeve Library has become an important part of the cultural inheritance of university libraries, and has made positive contributions to cultural inheritance and harmonious social development.

4. The leading role of the Red Sleeve Library of University Library in cultural innovation

While continuously promoting the inheritance of women's culture, Red Sleeve Library also constantly innovates and improves its own cultural services and actively promotes cultural innovation.

4.1 Promote cultural innovation

The Red Sleeve Library of the University Library is committed to promoting the concept of cultural innovation and taking innovation as an important direction and theme of cultural services. While inheriting and displaying traditional women's culture, Red Sleeve Book Garden has also launched many innovative cultural activities, such as women's cultural innovation forums, cultural innovation exhibitions, cultural innovation competitions, etc., to attract more readers to participate in them and promote the innovation and development of women's culture^[4].

4.2 Innovate cultural service models

The Red Sleeve Library of the University Library has also continued to innovate in cultural services and launched a series of new cultural service models. For example, the book review activities and "Read a Book Together" activities carried out by Red Sleeve Book Garden connect readers with books and allow readers to better understand the cultural connotations of books. At the same time, Red Sleeve Books also launched online cultural courses to impart knowledge of women's culture to a wider audience through webcasts and other means.

4.3 Innovative cultural exchange platform

The Red Sleeve Library of the University Library has also established a cultural exchange platform to provide a platform for readers to communicate and share. For example, the "Red Sleeve Reading Club" launched by Red Sleeve Book Garden allows readers to better understand the cultural connotation of the book through exchanges and discussions between readers, and further promotes the inheritance and development of women's culture. ^[5]

5. The leading role of the Red Sleeve Library of University Library in cultural exchange

The Red Sleeve Library of the University Library also plays an important leading role in cultural exchange. As an important part of university libraries, Red Sleeve Library provides readers with a platform for learning and exchange, breaks traditional disciplinary barriers and geographical restrictions, and promotes the globalization and diversification of cultural exchanges^[6].

First of all, the Red Sleeve Library of the University Library provides readers with a broad space for learning and communication by carrying out various cultural exchange activities, such as cultural lectures, cultural salons, cultural exhibitions, etc. These activities not only provide readers with opportunities to understand and master women's culture, but also promote exchanges and cooperation between different disciplines, regions and countries.

Secondly, the Red Sleeve Library of the University Library has established a diversified cultural exchange platform through rich cultural resources and services. Red Sleeve Book Garden has a wealth of cultural resources such as books, periodicals, audio-visual materials, etc., and also actively carries out digital cultural services, providing readers with convenient online reading and query functions. In addition, Red Sleeve Book Garden has also established cultural exchange network platforms, such as WeChat public accounts, blogs, etc., to provide readers with diversified cultural exchange channels, break the limitations of time and space, and promote the convenience and extensiveness of cultural exchanges.

In short, the leading role of the Red Sleeve Library in cultural exchange is multifaceted. Through the development of a variety of cultural activities, the establishment of diversified cultural exchange platforms, and the promotion of cross-cultural exchanges and cooperation. Red Sleeve Library is not only an important platform for cultural exchanges in university libraries, but also makes positive contributions to university education and social development.

6. Conclusion

As an important part of the cultural construction of colleges and universities, the Red Sleeve Library of University Library plays an important role in cultural leadership, cultural inheritance, cultural innovation and cultural exchange^[7]. In the future, we should uphold the concept of innovation, service, collaboration and openness, continuously explore and expand new development directions, expand digital services, promote cultural and educational innovation, strengthen community services, and expand international cooperation^[8]. It is believed that on the road of continuous innovation and expansion, the Red Sleeve Library of University Library will play a more important role and make greater contributions to the development of university education and social culture.

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