

# Reading Promoter Grows Up Helping all the People Carry out Reading Work

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**Abstract:** *With the rapid development of information technology, reading becomes more and more important as an important way of cultural heritage and knowledge acquisition. However, in the face of fast-paced life and diversified entertainment choices, reading for all faces many challenges. As a bridge between books and readers, the professional growth and role orientation of reading promoters have far-reaching effects on the promotion of reading for all. This paper aims to probe into the growth path, role orientation and the role of reading promoters in order to provide theoretical support and practical guidance for the construction of scholarly society and the promotion of reading attainment.*

**Keywords:** Reading, Reading promoters, Reading for all.

## 1. Introduction

### 1.1 Research Background

Reading, as an important way to acquire knowledge, improve oneself and enrich the spiritual world, has always been widely concerned by all circles of society. However, under the impact of digitalization, the traditional reading habits are challenged, and the reading level of the whole people is uneven. In order to cope with this situation, governments and all social circles have taken measures to promote reading promotion. As the core force in this field, the growth and development of reading promoters is very important for the effectiveness of reading for all.

### 1.2 Research Significance

This paper aims to reveal the important role of reading promoters in promoting reading for the whole people by analyzing their growth path, role orientation and specific contribution to reading work. At the same time, this article will discuss how to further optimize the training mechanism of reading popularizers, improve their professional quality and service ability, so as to better meet the needs of the whole people reading and promote the construction of scholarly society.

## 2. Roles of Reading Promoters

### 2.1 Cultural Disseminator

The reading promoter is first and foremost the disseminator of culture. They plan and organize various reading activities to pass on outstanding literary works, scientific knowledge, history and culture to the broad masses of readers, and promote the inheritance and development of culture. In this process, reading promoters need to have a deep cultural background and extensive knowledge in order to better understand and disseminate reading content.

### 2.2 Reading Facilitator

The reading promoter is also the guide of reading. According to the age, interest and needs of readers, they recommend

suitable books, provide reading instructions and suggestions, and help readers develop good reading habits and improve reading efficiency and quality. The role of reading guide requires reading promoters to have keen observation and judgment, to accurately grasp readers' reading needs and psychological characteristics, and to provide personalized reading services.

### 2.3 Community Builders

In addition, reading promoters are also the creators of community reading atmosphere. They have organized reading clubs, lectures, exhibitions and other activities to build a communication platform, promote interaction and sharing among readers, stimulate the enthusiasm of reading community residents, and jointly create a good atmosphere for reading and reading books. The role of community builder requires reading promoters to have good organizational and interpersonal skills, to effectively mobilize and organize community resources, and to promote reading activities.

## 3. Growth Path of Reading Promoters

### 3.1 Promotion of Professional Quality

The growth of reading promoters is first reflected in the promotion of professional quality. They need to study books, literature, pedagogy and other related fields of knowledge, master the basic theory and method of reading promotion. At the same time, with the advent of the digital era, reading promoters need to master new knowledge and skills such as digital reading technology and social media applications to meet the new requirements of reading promotion. The promotion of professional quality is the foundation and guarantee for the growth of reading promoters.

### 3.2 Accumulation of Practical Experience

The growth of reading promoters cannot be separated from the accumulation of practical experience. They need to participate in various reading promotion activities, constantly explore and summarize lessons and lessons, and improve their organizational ability and on-site response capacity. The accumulation of practical experience is helpful to the reader to understand the reader's needs and psychological

characteristics, and to make more scientific and reasonable reading promotion strategies.

### 3.3 Construction of Social Network

Reading to promote human growth also requires building extensive social networks. They need to work closely with libraries, schools, communities and media to promote reading promotion. At the same time, reading promoters need to keep close contact with writers, scholars, publishers and other industry figures to obtain more reading resources and information. The construction of social network is helpful for reading promoters to broaden their horizons, integrate resources and provide more powerful support for reading work for all people.

## 4. The Practice of Reading Promoters Helping the Whole People to Read

### 4.1 Innovative Reading Promotion Activity

Reading promoters attract more readers to participate in reading activities through innovative activities. Using the Internet and social media platforms, they have launched new types of reading activities, such as online book clubs, e-book drifts, and reading challenges, which have broken down the constraints of time and space and increased reader engagement and interaction. At the same time, reading promoters also pay attention to the traditional cultural elements into reading activities, such as holding recitation of ancient poetry, traditional festival theme reading activities, etc., to enhance readers' sense of cultural identity and belonging.

### 4.2 Customize Reading Solutions for Different Groups

The reading promoters customize individualized reading programs according to the characteristics and needs of different groups. They provide children with interesting, entertaining picture books; Recommend classic literature works suitable for the young people's growth stage; providing reading materials for the aged in health preservation, history and culture. This kind of accurate push method improves the pertinence and effectiveness of reading and meets the reading needs of different groups.

### 4.3 Promote the Balanced Distribution of Reading Resources

Reading promoters are also actively involved in the balanced distribution of reading resources. They send quality books to places where reading resources are scarce, such as rural schools, by launching book donation campaigns and establishing mobile libraries. At the same time, reading promoters also use digital means to promote new reading resources such as e-books and audiobooks to provide more readers with convenient reading services. These measures help to narrow the gap between urban and rural reading resources and the gap between groups, and promote the balanced development of reading for all.

## 5. Suggestions on Optimizing the Training Mechanism of Readers

### 5.1 Strengthen Professional Training

In order to enhance the professional quality and service ability of reading promoters, they should be given more professional training. The training content should include knowledge in related fields such as library science, literature, and pedagogy, as well as new knowledge and skills such as digital reading technology and social media applications. At the same time, we should also pay attention to cultivating the creative thinking and practical ability of reading popularizers so that they can better adapt to the new demands of reading popularization.

### 5.2 Improve the Incentive Mechanism

In order to arouse the enthusiasm and creativity of the reading promoters, a perfect incentive mechanism should be established. The outstanding reading promoters can be commended and rewarded through the selection of excellent reading promoters and the award of honorary certificates and bonuses. At the same time, it can provide more career development opportunities and promotion space for reading promoters, and attract more talents to join the reading promoters.

### 5.3 Strengthen Exchanges and Cooperation

In order to broaden the horizons and ideas of reading promotion people, we should strengthen their communication and cooperation. Regularly organize meetings and seminars for promoters to share successful cases and lessons learned. At the same time, we can also set up reading promoters' alliances or associations to strengthen the communication and cooperation in the industry and promote the development of reading promotion.

## 6. Conclusion and Prospect

The growth and development of reading promotion people is of great significance to promote the reading work of the whole people. By improving professional quality, accumulating practical experience and constructing social network, reading promoters can continuously improve their comprehensive quality and ability level and provide powerful support for reading work for the whole people. In the future, with the advent of the digital era and the constant innovation of reading methods, reading promoters will face more opportunities and challenges. We expect more people with lofty ideals to join the reading promotion team and contribute their wisdom and strength to the building of a scholarly society and the promotion of national reading literacy. At the same time, we also hope that the government and all sectors of society will give more attention and support to reading promoters, and provide them with a broader space for development and a more perfect environment for growth.