Research on the Uniqueness and Characteristic Development of University Library Cultural Services:
Practices at Wuhan University Library

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ABSTRACT

Characteristic development is a process of intentionally solidifying and cultivating something's uniqueness. This article analyzes the uniqueness of university library cultural services in comparison with those provided by other service institutions. Furthermore, this article reveals the differences between cultural services and other types of library services. Based on these analyses, this constructive research finds a way to achieve cultural services' characteristic development by taking service factors as the breakthrough point. The main strategies include building a professional service team, focusing on user demands, constructing characteristic resources, optimizing service spaces and facilities, and upgrading service brands; all of these strategies should be developed round the issue of culture. Finally, corresponding to the above strategies, this paper article the measures and effects of Wuhan University Library cultural services to share their experience.

KEYWORDS

Brand Building, Characteristic Development, Cultural Services, Service Factors, University Library, Wuhan University Library

INTRODUCTION

By reflecting upon the process though which ancient book collection buildings developed to modern libraries, we could easily find the connotation of library service has been revealed and established by a visible change. With the advent of the digital age and a sharp increase of virtual resources and mobile services, the library as a physical entity has gone beyond the single function of literature resources collection, and gradually begun a multi-functional development (Lu, Wang, Sha, Lyu, & Liu, 2014). Cultural service is one of the important directions among those; it refers to various types of cultural support provided by service institutions for social cultural practice, including the provision of cultural facilities, the organization of cultural activities, the promotion of cultural information and the collection of cultural products. For one thing, libraries are preservation institutions of human culture: their nature implies the mission of utilizing resources to carry out this type of service. For

another, libraries are social places and living organisms influenced by their environment; innovating kinds of services is necessary to deal with the question: "do we still need libraries when more and more information is available on the net?" (Berndtson, 2012).

However, affected by traditional ideas, most university libraries still emphasize the support of teaching and scientific research, leading to a marginalization of cultural services in the service system. Many libraries have launched cultural services in the name of classical reading and cultural lectures, whether they realize it or not. It is undeniable that the existing services have a tendency towards homogenization. Contrast with homogenization is a characteristic development. So how to understand the "characteristic development"? Maybe it is better to explain in a Chinese context. According to the *Annotation to Origin of Chinese Characters* (Duan, 2013), the Chinese character "Te" is interpreted as males, odd numbers and extended into something alone, making up the basic meaning of Chinese word "Du Te" (equivalent to "uniqueness") or "Te Se" (equivalent to "characteristic"). The characteristics of a person or thing are the qualities or features that belong to them and make them recognizable, relying on and reflecting their core values. They are determined by congenital conditions and uniqueness and shaped and promoted by acquired environment. Thus, "characteristic development" means a process of intentionally solidifying and cultivating something's uniqueness. It is key to survival the thing being characterized; this is also applicable to libraries (Pan, 2008).

There are some university libraries that did have achieved satisfactory results in cultural services. Wuhan University Library is one of examples in China; it got the title of "National Reading Promotion Base" in 2016 and won the International Marketing Award presented by the International Federation of Library Associations (IFLA) in 2017. The library was founded in 1917. After several expansions, the new central library is located in the center of campus at the foot of Luojia Mountain (a symbol of the university) in Wuhan of Hubei Province (Figure 1). The central library and three branch libraries occupy a total area of 77,389 square meters. Wuhan University Library mainly serves the teachers and students of the university, but people outside can also access the library by registering.

Figure 1. The location of Wuhan University Library

In its development, the library always maintained a good relationship with the School of Information Management, which is the birthplace of Library Science education in China and now is an important member of the I-Schools Project. With the school's support, Wuhan University Library has set up a team of librarians consisting of 320 people who pay great attention to theoretical research and service idea innovations. Besides, it has constructed a literature resource support system combining paper and digital resources, which can provide multi-type and multi-level services. Simultaneously, in accordance with user demands and environmental needs, the library has built up its cultural service concept and incorporated some activities into the scope of cultural services. Therefore, this paper introduces the measures and results of Wuhan University Library cultural services with reference to the strategies discussed earlier.

METHODS

Objectives of the Study

The main objectives of the study are as follows:

- To reveal the uniqueness of university library cultural services according to different reference objects;
- To provide strategic support for university libraries to develop their cultural services based on uniqueness;
- To share the practical experience of Wuhan University Library in cultural service and enrich the strategies.

Methodology

The study is based on review of literature collected from various documents such as books, journal articles, website, etc. A comparative analysis approach was used to analyze their uniqueness. In the whole research process, the analysis of service factors plays a key role, and the methods of network investigation and case analysis are also used.

THE UNIQUENESS IN COMPARISON WITH OTHER SERVICE INSTITUTIONS

According to different reference objects, the uniqueness of university library cultural services can be analyzed in two dimensions. The first one exists in comparison with other institutions that also provide cultural services, and the other in comparison with other library services. Cultural service is a kind of behavior or activity. It is designed to meet personal, cultural and recreational needs, strengthen knowledge and perspective on culture and art, disseminate and inherit excellent culture and eventually construct the cultural environment which is necessary for society's survival and development. In *Law of the People's Republic of China on the Protection of Public Cultural Services*, legislated in December 2016 (Standing Committee of the Chinese People's Congress, 2016), the major cultural service institutions consist of libraries, museums, cultural centers (stations), art galleries, science museums, memorial halls, gymnasiums, workers' cultural palaces and other community-level cultural service units. The same as series of national policies on cultural services that had been released before, this law gives prominence to the library as a vanguard, and highlights its characteristics of equality, public welfare, openness and humanity as a public cultural space (Xiao, 2011), as well as the uniqueness of library services.

Compared with other cultural service institutions, libraries' uniqueness is affected by their different basic service resources. The formation of culture is closely related to human activities, and among those activities, the creation of words and the beginning of text-writing activities dominate the cultural direction (Shao, 1996). As the Chinese legend says, the official historiographer named

Cangjie created the Chinese words and changed the old fashion style of keeping records by tying knots, causing the Grain Rain and the Ghost's Evening Cry. To some extent, records mean accumulation, inheritance and innovation. Popper (1945) wrote, "imagine that our economic system, including all machinery and all social organizations, was destroyed one day, but that technical and scientific knowledge was preserved. In such a case, it might conceivably not take very long before it was reconstructed". The knowledge and culture mentioned in his words are mainly preserved in all kinds of literature resources. It can be said that literature is the earliest and most basic material carrier of human culture, while libraries are the institutions that preserve these cultural resources on a large scale and use them to develop cultural services. In *Collected Annotations on the Analects* (Zhu, 2015), the Chinese word "Wen Xian" (equivalent to "literature") has the meanings of books and well-educated persons, which is different from English. The word formed the foundation of library resources in a Chinese context. Usually, libraries are not only rich in books, but also put people in an important position. As part of cultural resources, referring to the knowledge classification method, a large group of authors and scholars represent the implicit culture that has not been written on papers or expressed by oral accounts. Indeed, other institutions also have special resources. For example, art galleries have lots of paintings, sculptures and photography, which can give people inspiration and cultivate their aesthetic taste. Museums have rich collections of natural and cultural heritage that will give visitors an edification of history and culture. However, library cultural resources are more abundant and have the most extensive coverage. Besides, reading is a daily behavior and books are necessities for most people. The libraries, which play a role as cultural equalizers in society (Zhang, 2011), are undoubtedly the most intimate cultural service institution for this public; thus, their cultural services are the best known and most acceptable.

When compared with other non-library cultural institutions, in terms of cultural services, university libraries have characteristics in common with all types of libraries. Thus, some scholars hold the opinion that university libraries can participate in public cultural services and become a supplement to public libraries (Wang, 2010; Li, & Feng, 2014), but in fact, there are still some distinctions between them. This uniqueness is mainly reflected in different recipients of service. Due to the ascription and functional orientation of university libraries, most service recipients are teachers and students. Because public libraries are managed and supported by central or local governments, they are free to the public. Their users have a larger age span including children, youth and elderly people, with diversified occupations including white-collars, teachers, workers and so on. Given the mass flow of users, the relationship between public libraries and users is elusive; their demands are concentrated in entertainment, leisure and work (Liu, 2012). Therefore, public library cultural services with low barriers of entry are more focused on popularization. In contrast, the demands of teachers and students for scientific research and education are higher. For this reason, lots of university libraries make research and teaching support a priority, which in turn trains the librarians' professional ability. These efforts have two consequences. The first one is that research on information services and user behavior will help librarians to better carry out cultural services, and the second is that these works will inevitably disperse their energies to provide cultural services, or even weaken the status of cultural service as a unique service type. At present many public libraries have been providing many cultural services, but a majority of them are book circulation, lectures, exhibitions, reader activities and other traditional items, exposing the problems of fewer service items, simple service contents and lacking in interlibrary cooperation (Yang, 2011).

THE UNIQUENESS IN COMPARISON WITH OTHER TYPES OF SERVICE

Besides cultural services, the university library has a task to provide comprehensive support for realizing the school's strategic target, mainly research and teaching. Under such circumstances, its service system could be divided into research services, teaching services and cultural services. Ideally, it should be a situation of tripartite confrontation, but in fact, services can't be distinguished

from each other, and match each other in strength because service resources overlap. In any case, the three service types are enough to cover the whole extent of university library services that center on resource construction (Figure 2). Due to practical need, especially driven by the targets of accelerating development, improving research output efficiency and building a first-class university, research services and teaching services with immediate effects have been given great significance and a large amount of the library budget. Accordingly, these types of traditional services including services such as subject service, literature resources support and embedded teaching, have made great achievements. In contrast, cultural services are still at the initial stage. The uniqueness of university library cultural services in comparison to others is as follows.

Broad Content and Abundant Themes

From the generalized culture view, the cultural services with a wide range of content seem to be encompassed. Sometimes, even basic collection construction can be regarded as the first step of cultural construction. However, this situation might make it difficult for librarians and users to have a clear understanding and may impair the independence of cultural services to a certain extent. For operation, we can take the service object and its central task as criteria for judging which service type a particular service belongs to. Research services are scientific research-oriented and center on discipline construction and curricula requirements; teaching services are teaching-oriented and center on teacher and curricula requirements, while cultural services are student-oriented and center on cultural activities for students' all-round development. Culture is the sum of material wealth and spiritual wealth, which is created by humans in their social and historical development (Wang, 2012). It is a broad and inclusive nature that determines a wide range of cultural services. In such cases, the cultivation of humanism feelings, literary attainment and artistic accomplishment, or the dissemination of humanistic, ethical and scientific knowledge can be incorporated into a cultural service framework, which can be seen from the listing of "Wenhua Rostrum" held by Wuhan University

Figure 2. University Library Service System
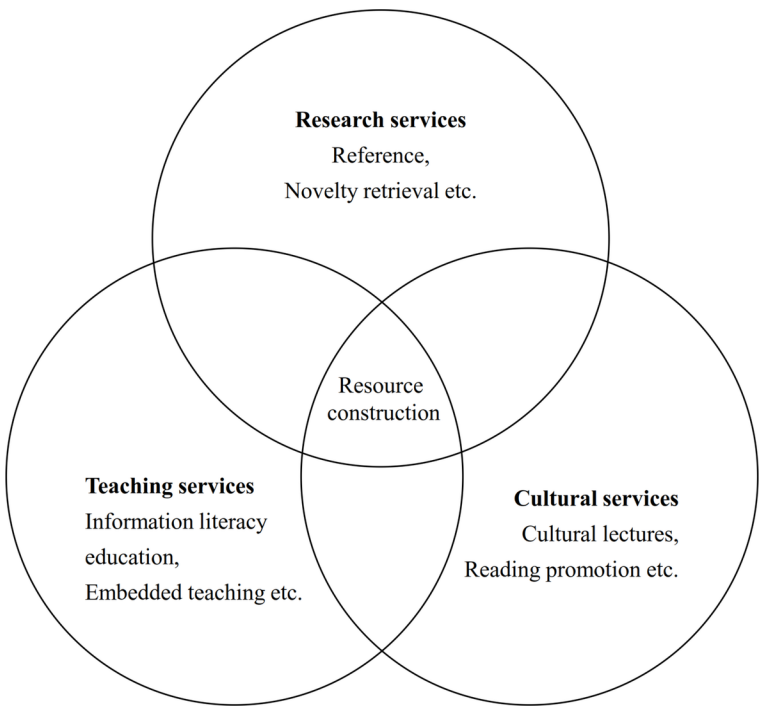
Library (Table 1). Therefore, Zhang, Yu, & Ding (2014) indicate that the services can be identified as cultural service as long as they are not dictated by the practical demands of teachers and students for learning and research activities. This may, in a sense, provide ample space for the development of cultural service content and themes.

Non-Utilitarian Purpose and Non-Explicit Effect

Both teaching services and research services aim at solving a given issue, while the mission of cultural services focuses on preparing a free, open and pluralistic cultural and ideological environment for students. The former is convergent; in this process, they emphasize precision and usually break big problems into small ones to solve. In contrast, the process of meeting cultural needs is a divergent one, in which individuals are placed in a larger and more remote spiritual and cultural spaces. Thus, the former represents the utilitarian color of instrumentalism, and the latter represents the meta-utility or non-utility of humanism. From this, we examine the effects. The effect of research services and teaching services can be quantified by asking how many projects the library help research teams accomplish, how many courses the library offer to students or how good the students' performance is, which are relatively clear. However, cultural services are different. Zhou Yi (*The Book of Changes*) (Yang & Zhang, 2011), a traditional culture classic, wrote that someone views the humanistic features and expands them to the world, which is the earliest expression of "culture" in Chinese. Although the concept is not easy to understand, the key points are obvious. That is, culture highlights the status of

Table 1. A listing of "Wenhua Rostrum" held by Wuhan University Library

Phase	Theme	Speaker	The Identity of the Speaker	Date
1	Debate with life	Xinglong Liu	Writer	04/23/14
2	Fifth Century Invasion of China by Northern Nomads and the Reconstruction of Chinese Civilization	Jianxiong Ge	Distinguished Professor, Fudan University	04/28/14
3	Historical and Cultural Origins of Japan's Foreign Aggression	Tianyu Feng	Senior Professor of Humanities and Social Sciences, Wuhan University	11/21/14
4	Reading: Walking with the Classics	Yuguang Wang	Head of the Department of Information Management, Peking University	04/22/15
5	Nyv Shu (a special writing system used by some Yao women in Jiangyong County) and the Strange Customs of Women	Zhebing Gong	Professor of Religious Studies, Wuhan University	06/16/15
6	The Literature and Life on the Road	Yefu	Writer	10/04/15
7	A Historical Interpretation of Intermittent Lines in the South China Sea	Dekun Hu	Senior Professor of Humanities and Social Sciences, Wuhan University	04/22/16
8	Yangming Wang and His Wisdom of Thought	Qiyong Guo	Professor of Philosophy, Wuhan University	12/13/16
9	Talking about Reading When Flowers Bloom	Yongliang Shang	Professor of Literature, Wuhan University	04/23/17
10	The Divinations, Judgments and Principles in *The Book of Changes*	Haiyun Zhan	Distinguished Professor of Philosophy, Southwest Jiao Tong University	05/18/17

humans and suggests that culture is a constant and dynamic process of acculturation and enculturation based on human activities. Because the development and dissemination of culture are often subtle and gradual, its active influence upon people is imperceptible. Cultural services focus on developing each individual to that person's limits of intelligence and ability, and the effect is harder to see in a short time and measure with accurate indicators.

Wider Resources Range and More Diverse Forms

For all university library services, the basic resources are the literature resources. However, differing from the others, the range of cultural service resources extends outside the library, which means the library must take advantage of non-literature resources and resources outside of the school. As we know, when a library carries out cultural services, they may invite guests including cultural celebrities, scholars, and even some ordinary people because they have special life experiences and unique thoughts. Zi Gong, a famous pupil of Confucius, once said "The doctrines of Wen and Wu (the founders of the Zhou Dynasty) have not been buried in oblivion. They are to be found among men" (Zhu, 2015). It is these men who are the most profound cultural sustenance. Their different personalities, thoughts, feelings, and visions are the vivid expression of culture. With regard to service forms, cultural services are more diverse. Lectures, reading exchanges and exhibitions are common forms, and they may also be music sharing, knowledge contest, painting experience and game service etc. Not confined to the library, cultural services may be held in cafe, outdoor plaza, leisure space, etc. That is to say, the space of the library itself and the space associated with it will both become resources to provide services. In contrast, scientific research and teaching services are mainly a one-way transmission of knowledge, including consulting, teaching and other formal modes. Compared with targeted teaching and research services, cultural services are likely to be random and relaxed when they focus on popularity and non-orientation.

CHARACTERISTIC DEVELOPMENT STRATEGIES OF UNIVERSITY LIBRARY CULTURAL SERVICES

As stated above, the premise of something's characteristic development is to reveal its uniqueness. We know that staff, resources, spaces and so forth are the essential service factors of a library. The research shows that library literature resources and technical facilities can directly affect users' value perception, and the library's environment has a positive impact on users' loyalty. At the same time, the service design and the user needs have significant impacts on their satisfaction (Lu & Su, 2015). This not only provides a breakthrough point for analyzing the uniqueness of cultural service, but also provides a starting point for the exploration of its characteristic development strategy. Aiming to develop their characteristics, university libraries should try their best to stay owning what others do not have and owning that better than others in the ways of improvement, subdivision, innovation, optimization and integration. No matter which way it is, they are all based on the reasonable dispatch of cultural elements and service factors.

Building a Professional Service Team

Professional service teams are the actual organizers of cultural services as well as responsible for the active mobilization of other factors. High-quality service requires material security; however, the initiative of human beings is more important. They should be demanding that the organizers have a good knowledge of spaces, resources and policies, know the features of recipients and present all the service factors in a proper way. Essentially, only professionals are competent for this artistic work which is a combination of mental activities and cultural communications (Professional Library Branch of Library Science of China, 2004). Therefore, the precondition for the independent development of cultural services is to build a professional service team from the three perspectives of organization setting, personnel assignment and job training. According to the survey of "985" project universities

(39 top universities in China), we find that 37 university libraries do not have a specialized cultural service department or they integrate the duty into other service departments without clear regulations. The exceptions are Shanghai Jiao Tong University Library, which set up the department of special collections and cultural services, and Sun Yat-sen University Library, which has a reading promotion group. This practice might have affected cultural services' independence.

Focusing on User Demands

Users are recipients of services and participants in activities, and they are necessary for the integrity of the service process. Actually, user demand is the logical starting point of all library services. Cheng & Wang (2008) believe that users are always right and they take precedence over everything else about the library. However, many cultural activities are still being organized at a unilateral stage, and the service content is always unrealistic and convergent. The needs, behavioral characteristics, and psychological traits of students are largely similar, but individual differences cannot be ignored. For instance, liberal arts students and science students have a big distinction in their interests and modes of thinking, while junior and senior students also differ in world views. This requires the library to provide services varying from person to person and do the right thing at the right time. Firstly, for user needs, the most important thing to focus on is how to categorize users. Secondly, based on the object subsidization, libraries should investigate user requirements and summarize the characteristics of their cultural demands by analyzing lessons of past subject services and users' data reasonably. If conditions permit, custom services should be developed. Last but not least, the users' feedback should be tracked in time to improve services.

Constructing Characteristic Resources

Collections of books, documents and periodicals are the main library resources for cultural services. The specialization of cultural services depends on the characteristics of the resources. Therefore, in light of the comprehensive definition of "literature" ("Wen Xian", mentioned above) in a Chinese context, services should begin with the two aspects of "books" and "persons". For "books", the library could adjust its resource development strategy to strengthen the collection construction of manuscript works and cultural relics that have been neglected in the past. In the process, traditional texts and idiosyncratic materials, digital resources and paper resources should be taken into equal consideration. Through these measures, university libraries can play an unparalleled roll in preserving university history and the region's cultural heritage, while building the campus cultural center. For "persons", libraries should make use of the convenience that is generated by literature resource purchases and embedded subject services and keep closer contact with professors and scholars, forming a solid relationship. At the same time, libraries should strengthen their cooperation with schools and society, introduce cultural services outside, and constantly expand the basis of service resources. Through these operations, cultural services such as cultural exchanges, seminars, forums and other interactive services will be facilitated.

Optimizing Service Spaces and Facilities

Library space can be divided into physical and virtual space (Zverevich, 2012), and the former is the main place for service activities. As an important component of the third space (cultural exchange place), the library should pay more attention to the design and development of its space and layout to improve its aesthetic value and give full play to its social value (Zhang, 2012). In the new century, university libraries in China are entering a period of rapid development which is reflected in a large number of constructions, expansions and renovations. From 2006 to 2010, the average construction area of university libraries increased rapidly, and after 2011, it entered a period of steady growth (Wang et al., 2017). The functional area and design style of libraries have usually been confirmed from the beginning, so each library may have a modern, classical, technological or traditional characteristic. A library with sufficient funding support may set up a relatively fixed place like the Zhishan Tang

of South China Normal University Library (Gao, 2017), which can be reassigned according to actual needs. Spaces and facilities should be optimized and integrated with the school's history or characteristics and the library's orientation should be to become a growing cultural place, taking humanistic care as a core and using advanced technology as a support.

Updating Service Brands

With the construction of literary society and the implementation of culture strategies in China, many university libraries have organized activities such as reading promotion and Living Library (some interesting people are shared as living books with readers) in addition to traditional services. As a harbinger of cultural services, these activities are still simple at their present stage, like appetizers. Under the guidance of total quality management principles, if these activities can be integrated into the cultural service framework, they will contribute to the integration of resources and upgrading of brands which help to establish the status of cultural services. Proverbially, Rome was not built in one day. The spreading and cultivation of culture takes a long time. Cultural services need brands to support them; that is, by holding brand activities regularly, the effects of cultural services will emerge gradually. Moreover, brand consciousness also requires libraries do good promotional work by various means, such as recommending the brand to the users and attracting users to join in activities. Libraries will be able to seek greater support from school decision makers thanks to their growing reputation.

PRACTICES OF WUHAN UNIVERSITY LIBRARY CULTURAL SERVICES

To adapt to the needs of library transformation and to "build a library to satisfy the needs of teachers, students and society", Wuhan University Library took the lead in practicing cultural service ideas with reading promotion as the core. The library took measures to lay a solid foundation for cultural services from the perspectives of humans, resources, and spaces emphasizing innovation and characteristics. It formed an effective brand that created good reputation in China by hosting a series of activities, situated in Central China, affecting the whole country.

In the matter of professional team construction, Wuhan University Library is adopting a better mode of project management and mobilizing librarians from the subject service department, publicity department and technical support department to work together. Simultaneously, the job training is highly valued, stressing a belief in lifelong learning so as to continuously acquire knowledge about literature, history and philosophy, and the technical, planning and operational capability to obtain funds and policy support. In addition, the library focuses on cultivating staff's awareness of cultural services and their sense of innovation, in order to enrich service items and exercise their inventive mind in building a multivariate cultural service system. In parallel with the librarian team construction, Wuhan University Library also enhances cooperation with students and takes advantages of their innovation spirit. In 2014, the library cooperated with more than 1,000 members from over 20 student organizations to hold 13 major cultural events. In 2015, the library cooperated with near 1,000 members from 16 student organizations to hold 13 major cultural events including 49 activities. When it came to 2016, the library held 14 major cultural events including 61 activities in cooperation with 646 students from 15 student associations.

In terms of user demands, the librarians of Wuhan University Library will join the QQ (the most popular Instant Messenger in China) group of each teaching unit where teachers and students can express their demands directly. The library also established common information sharing groups with various student organizations. Additionally, the library holds regular readers' forums, which many people attend including the director and deputy directors of the library, the head of subject service department and student representatives of each learning phase from every school. This forum has two main purposes: one is to survey the satisfaction level with library resources utilization and reader services to find out weakness of the library; another is to hear the students' opinions and suggestions, and then to answer questions that they care about. Furthermore, in order to understand users' demands

more accurately and examine the service quality, Wuhan University Library has distributed an award-winning questionnaire at the end of each term. The questionnaire covers the topics of "library infrastructure and environment", "reader services and activities" and others, according to which the library can carry out targeted construction.

In the characteristic of resources construction, Wuhan University Library has taken three measures. Firstly, the library issued a solicitation notice for all students, scholars and alumni to collect multifarious types of manuscript works and writings to build the Luojia Special Collection, which received a positive response. Xiangyuan Shen, an emeritus professor at the College of Chinese Language and Literature, immediately donated 14 copies of manuscript treasured for many years. Surprisingly, *the Luojia Mountain Fu,* written by his student Wuyuan He, is among those; it was engraved on the stone tablet at the entrance of Wuhan University in 2013. Secondly, the library accelerated the construction of *the Database of Luojia Scholars* (http://iras.lib.whu.edu.cn:8080/rwt/MSK/http/NW3XXLUMNFSC675IPVYGK3DWF3SXP/) which relies on the platform of the China Academic Library & Information System (CALIS), and includes well-known professors in the period of the Republic of China (1912-1949), academicians, senior professors of humanities and social sciences, national teachers in the period of the People's Republic of China (1949-) as well as other successful Luojia scholars. The physical and virtual collections consist of memories, news anecdotes, manuscripts, patents, scientific research, teaching materials and life photos. Thirdly, given the teachers', students' and alumni's great achievements in poetry writing, which has formed a "Luojia poetry school", the library strengthened its collection of poetic literature and intends to build a special poetry collections center.

In the aspect of space and facility construction, Wuhan University Library takes the function of cultural amusement into full consideration and adjusts itself to meet the demands. At the beginning of the design, the new central library planned learning commons, mini theatre, rest area and so on. The Library of Information Science, rebuilt in 2016, followed the trend and opened up Makerspaces. In 2014, under the library's leadership, the Wan Lin Art Museum next to the library was open to the public, providing a great convenience for the library to carry out cultural services. The museum, dedicated to contemporary art collections, holds a series of fixed and temporary exhibitions to provide students with art appreciation opportunities, and the cafe on the top floor of museum creates a special area for communications, small parties and gatherings. This is where the Guqin (ancient Chinese instruments, representing the Li-Yue Culture) art gatherings and Living Library are also hosted. In 2015, building E of the central library, which was built in 1980s, started renovation. The Luojia Special Collection will be set there and the atrium will be beautified in order to provide leisure and entertainment for readers. In 2017, the library started to build an AI library in cooperation with the Baidu Inc. covering resource sharing, personalized customization, data tracking and intelligent retrieval experience. The application of artificial intelligence technology will contribute to the remodeling of library services, resources human resources in the library, readers, and service space (Wang, 2017), making cultural services more user-centric and intelligent.

The above measures have laid a solid foundation for service. In order to better develop cultural services, brand building has been endowed with extraordinary significance. The most fundamental method is to take both important dates and ordinary time into account and form a series of cultural services made up of 2 theme activities, 5 brand activities and some small activities for modular integration (Figure 3). The two theme activities consist of Wuhan University Reading Festival with the theme of "Happy Reading with Dreams" and Wuhan University Library Culture Month with the theme of "Growing up in Literary Luojia Mountain". The former is held near World Reading Day, while the latter is held near the beginning of the new term in September. Both last for a month and are composed of many smaller activities. According to the statistics, the two theme activities are developing steadily. There were 18 activities at the Reading Festival attracting 18,850 readers in 2014, 14 activities attracting 21,225 readers in 2015, and 22 activities attracting 21,844 readers in

Figure 3. The sketch of Wuhan University Library cultural services in one year
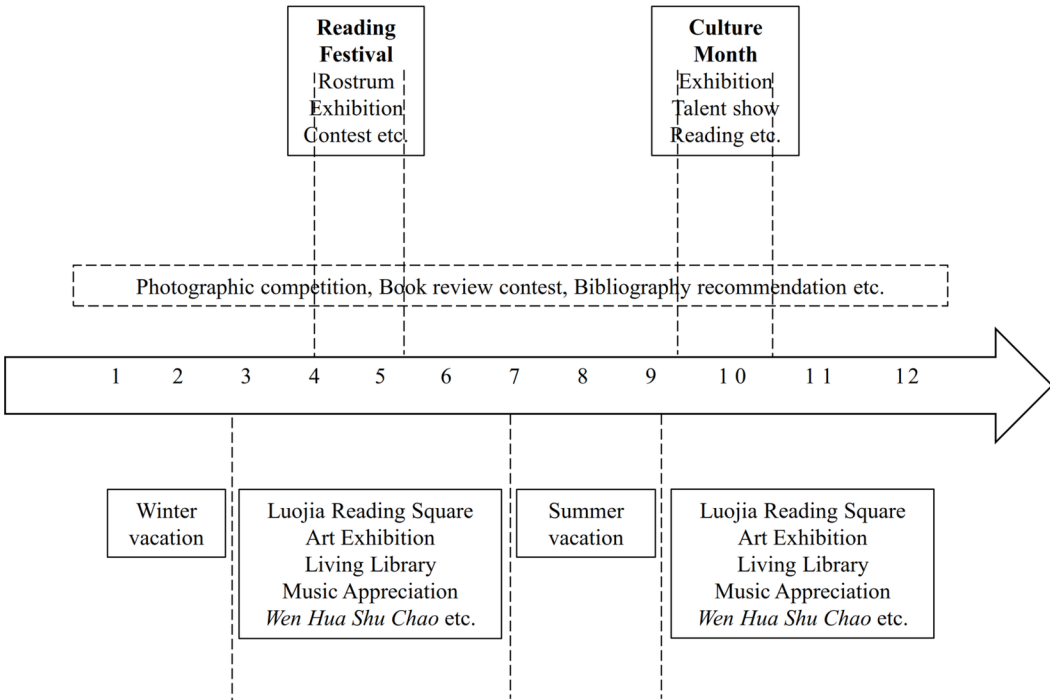
2016. In the Culture Month, there were 14 activities drawing 19,600 readers in 2014, 11 activities drawing 21,079 readers in 2015, and 17 activities drawing 36,504 readers in 2016. Taking the Wuhan University Reading Festival opening ceremony as an example, 6 activities were held on April 23, 2017 including the Wenhua Rostrum, the Final of the Classical Literature Knowledge Contest, the Painting and Calligraphy Live Creation, the Communication on Paper Cutting Appreciation and other 2 activities, while 5 exhibitions on the Reading Stars of Wuhan University, the Recommended Bibliography of Classical Poems, the Heart of Poetry in Luojia Mountain and so forth were held simultaneously at the central library and three branch libraries. It is worth mentioning that the preliminary of the Classical Literature Knowledge Contest was held on the Internet and drew 3,729 attendants, including 1,455 teachers and students from Wuhan University, 128 alumni, 1,095 people outside the university and 1,051 persons without identity registration.

In these cultural activities, Wuhan University Library establishes 5 brands, including Music Appreciation held at least once a week, Living Library held at least once a quarter and Art Exhibitions (Table 2), which have become routine while having rich themes and forms. In the process, some temporary activities like the "Yunzhou" Creation Contest and the Photography Competition of Ancient Architecture were added. These dynamic activities eventually form a comprehensive cultural service system that combine with static services like resource construction, the publishing of *Wen Hua Shu Chao*, bibliography recommendation etc. Before and after an event, the library launches a battery of advertising endeavors to attract potential users (students and teachers) to participate using the website, micro-blog, WeChat, electronic screens, posters and other publicity channels. At the same time, Wuhan University Library cultural services has developed a solid reputation and has an influence on university libraries at home and abroad through internal and external media.

Table 2. The brand activities of Wuhan University Library cultural services

The Brand	2014		2015		2016	
	Activity Frequency	Participant Number	Activity Frequency	Participant Number	Activity Frequency	Participant Number
Wenhua Rostrum	3	1,000	3	900	2	600
Luojia Reading Square	37	About 1,500	35	About 1,500	32	1,280
Living Library	4	200	8	400	15	1,257
Art Exhibition	9	About 50,000	12	About 50,000	4	About 12,000
Music Appreciation	72	700	93	700	114	820
Makerspace Activity	Began in 2016				40	2,659

CONCLUSION

For a university library, developing cultural services is necessary given its nature and actual environmental changes. In the service system of a university library, research services and teaching services have obvious characteristics, but cultural service also has its own uniqueness. The cultural services of a university library should be distinguished from other cultural institutions' services and should have distinctive features in all academic libraries so as to achieve a relatively independent position. In the development of cultural services, the key is the service factor construction. If these different factors can be recombined, such as the spaces and facilities, spaces and users, or resources and staffs, a wonderful reaction will ensue so that the library will be remolded and renewed. Furthermore, when the concept of brand building is added, its characteristic development will be realized successfully. This is the course of exploration and experience of Chinese university libraries represented by the example of Wuhan University's development of cultural services. We believe that only by adhering to characteristic development and multi-dimensional expansion can university libraries maintain their vitality and achieve transformation and redevelopment in the face of current severe challenges.

ACKNOWLEDGMENT

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