

# 全媒体环境下 公共图书馆的文献资源建设

Resource Construction at Public Libraries in an All  
Media Environment

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# 一、全媒体的概念及特点

## 1) The concept and characteristics of “All Media”

### 1.全媒体的概念

#### The concept of “All Media”

全媒体指媒体机构经过记者采访、编辑，及运营商采用文字、图形、图像、动画、网页、声音和视频等多种媒体表现手段（多媒体），通过广播、电视、音像、电影、出版、报纸、杂志、网站等不同媒介形态（业务融合），通过融合的广电网络、电信网络以及互联网络进行传播（三网融合），最终实现为用户提供电视、电脑、手机等多种终端的融合接收（三屏合一），实现任何人、任何时间、任何地点、以任何方式接收任何媒体内容。

“All Media” refers to the way in which **media organizations**, after reporters’ interviews and editing and the application by operators of text, graphics, images, animations, web pages, audio and video and other **forms of media expression** (multimedia), then use radio broadcast, television, video, film, publishing, newspapers, magazines, websites and different **media forms** (business integration) and adopt **integrated broadcasting** over a television network, telecommunications network and the internet (three networks integration) to ultimately provide users with **multi-terminal seamless reception** on televisions, computers and mobile phones (three screens as one), achieving **the reception of any media content by any person, at any time and place and in any way.**



## 2. 全媒体的特点

### The characteristics of “All Media”

#### (1) 多载体呈现 **Delivered through many carriers**

纸质、广播、电视、音像、电影、网络、手机和手持阅读终端等载体形式。

Paper, radio, television, video, film, network, mobile phone, handheld reading device and other forms of carrier

#### (2) 多行业参与 **Involves many industries**

出版、电信、影视等行业集中参与，角色融合。

Publishing, telecommunications, film and television, and other industries centrally involved, with integration of roles

#### (3) 多技术支持 **Built on many technologies**

除传统的纸质、声像技术外，还有基于互联网络和电信的GSM、CDMA、GPRS、3G、4G等传播技术以及WAP、流媒体等展现技术。

In addition to traditional paper, audio and video technology, there are web- and telecoms-based broadcasting technologies (such as GSM, CDMA, GPRS, 3G, 4G) and display technologies (such as WAP, streaming media).

#### (4) 多渠道传播 **Broadcast through many channels**

纸质图书、互联网、手机、阅读器的共同传播，速度之快。

Paper books, internet, mobile phones and e-readers combined speed up dissemination.

#### (5) 多样化体验 **Experienced in many ways**

用户可以获得更及时、更便捷、更多角度、更多听觉、视觉获得的媒体体验。

Users can get a more immediate, convenient, multi-angle, and auditory and visual media experience.





## 二、全媒体对出版界的影响

### 2) The effects of “All Media” on publishing

#### 1. 以内容为导向 Where content is concerned

##### (1) 开发利用原有的资源

##### Developing and exploiting existing resources

利用传统出版的内容资源的版权或专有出版权优势，对内容进行重新的梳理、整合、加工和优化。

**The copyright or exclusive publishing rights to traditional published content can be leveraged to sort out, integrate, process and optimize the content again.**

##### (2) 拓展版权许可的范围

##### Expanding the scope of copyright licenses

与作者补签到期的版权协议，与并未授权的作者进行积极的沟通，争取获得数字版权的授权。

**By re-signing copyright agreements with authors when they expire and by actively communicating with authors from whom they have no rights, publishers can fight for digital copyright licenses.**



## 2.以用户为导向 Where users are concerned

### (1) 策划短小精悍的出版物 **Designing short and compact publications**

如报纸图书、手机图书、杂志图书、影视图书等

**Examples are newspaper books, mobile phone books, magazine books, film and television books**

### (2) 搭建多样化的用户平台 **Building diverse user platforms**

将用户分为若干群体，挖掘其潜在的阅读需求。

**Users can be divided into groups and their potential reading demands explored.**

### (3) 开展与用户的良性互动 **Developing positive interaction with the users**

启动微博、微信、二维码等，建立深入密切的互动关系。

**Weibo, Wechat and QR codes can be used to establish a close interactive relationship.**



### 三、全媒体环境对图书馆文献资源建设的影响

#### 3) The effects of “All Media” on library resource construction

##### 1. 采购全媒体文献 Purchasing All Media items

##### (1) 合理设置各类资源的采购比例 Proportions for the various types of material should be rationally determined.

应在保证传统文献采购的一定数量的基础上，根据本馆读者的需求特点进行采购，合理设置采购比例。

While ensuring that a certain number of traditional texts are acquired, libraries should purchase in their own way in accordance with the needs of their readers, allocating proportions rationally.

##### (2) 遵守文献资源建设的基本原则 The basic principles of resource construction should be adhered to.

应坚守实用性、系统性、发展性、合作性等原则，同时兼顾“大而全”、“小而精”两者统一。

While abiding by the principles of making acquisition practical, systematic, developmental and cooperative, libraries should take “large and complete” and “small but excellent” into account.



## 2.分编全媒体文献 Cataloging All Media items

(1) 保证编目的规范 Ensuring that cataloging conforms to standards

统一编目规则，并在工作过程中不断完善

Cataloging rules should be unified and refined continuously in use.

(2) 保证管理的方便 Ensuring ease of management

易于检索和管理

Collections should be easy to search and manage.

(3) 保证存储的安全 Ensuring the safety of storage

加强物理环境保护，注意进行电脑备份

Protection of the physical environment should be enhanced and keeping computer backups should be prioritized.





### 3.提供全媒体阅读 Providing for All Media reading

#### (1) 可供使用的无线网信号

##### Supplying a viable wireless network signal

无论在图书馆的哪个角落都可以免费使用数字资源

No matter which corner of the library you are in, you have free access to digital resources.

#### (2) 可供上网的电子阅览室

##### Supplying an electronic reading room for internet access

计算机是读者获取数字资源的最主要途径之一

The computer is one of the most important ways for readers to access digital resources.

#### (3) 可供借阅的手持阅读器

##### Supplying hand-held readers for loan

携带轻便且可借阅，它不受时间和空间的限制

Easy to carry and available to borrow, these are free from limitations of time and space.



## 4.提供全媒体服务 Providing All Media services

### (1) 利用微信 Using Wechat

以人际圈席卷的模式携带信息迅速蔓延，可开展公告服务

Leveraging interpersonal circles to carry information and spread it rapidly, Wechat can serve as a medium for public announcements.

### (2) 利用微博 Using Weibo

具有及时性、开放性、自由性、零技术性、互动性等特性

Timeliness, openness, freedom, zero technology and interactivity are its features.

### (3) 利用邮箱 Using a mailbox

具有自动推送功能，可开展专题定制等个性化服务

The automatic push function makes it usable for customized services like communications on pre-set topics.

### (4) 利用短信 Using short messages

具有实时提醒功能，可开展短信提醒业务

The real-time reminder function makes it possible to use SMS for reminders.

### (5) 利用论坛 Using forums

参与人群多、范围广、互动性强，可以同时倾听不同意见

The large number of participants, the wide range of subject-matter and the liveliness of the interaction make forums a good place to hear different opinions.

### (6) 在线咨询 Using online consultation

可实时查看客户端情况，并提前准备答案，提高响应速度

Because the status of client terminals can be viewed in real time and answers can be prepared in advance, response speed can be improved.



## 四、公共图书馆在全媒体环境下如何开展文献资源建设

### 4) How should a public library build its resources in an All Media environment?

1.与出版商保持“同频共振”，提高采购的效率

By staying on “the same resonance frequency” as publishers, improving the efficiency of procurement

2.为读者们建设“泛在空间”，创新服务的方式

By constructing a “ubiquitous computing environment” for readers and creating new service modes

3.从多途径获取“数字版权”，增加可用的资源

By exploring all avenues to obtain digital copyrights, and thereby increasing available resources



# 1.与出版商保持“同频共振”，提高采购的效率

## Staying on “the same resonance frequency” as publishers to improve the efficiency of procurement

### (1) 签订合作协议 Signing cooperation agreements

与出版商约定采购标准，出版商根据标准提前传递出版信息，图书馆在出版前下订单，印刷后直接配送至图书馆，减少了中间环节。

Procurement criteria can be agreed with publishers. Publishers will, in accordance with the criteria, deliver publication information ahead of time and the library will place an order before publication. After printing the publication will be directly distributed to the library, cutting out intermediate links.

### (2) 搭建购荐平台 Building a “buy recommendation” platform

平台资源齐全，读者可以检索并对馆藏所无资源直接购荐，图书馆获知需求后购买入馆藏，出版商负责平台跟踪并实施配送。

When the platform resources are complete readers will be able to conduct searches and directly recommend the purchase of materials which are not in the collection. The library, after being informed of the demand, will acquire the item for the collection, and publishers will be responsible for tracking the platform and delivering.





## 2.为读者们建设“泛在空间”，创新服务的方式 Constructing a “ubiquitous computing environment” for readers and creating new service modes

### (1) 将图书馆建设成为全媒体体验空间

#### Building the library into an environment for All Media experience

引进全媒体阅读设备，建立专门的体验场地，设有专人负责指导用户体验。

Libraries should introduce All Media reading devices, establish special experience zones, and designate special persons to be responsible for guiding user experience.

### (2) 将图书馆建设成为全媒体泛在空间

#### Building the library into a UC environment for All Media

覆盖全馆的无线网络、可使用电子阅览室、可借阅的手持阅读器等，借助微博、微信、QQ与用户实时互动。

There should be Wifi covering the whole library, an electronic reading room open for use, and handheld readers available for loan. Weibo, Wechat and QQ will enable real-time user interaction.



### 3. 从多途径获取“数字版权”，增加可用的资源

#### Exploring all avenues to obtain digital copyrights, and thereby increasing available resources

##### (1) 对版权即将到期的图书进行数字化

##### Digitizing out-of-copyright books

组织专业力量对版权自动失效的图书实施数字化，获取数字版权，同时拥有纸质和数字资源。

Specialists should be organized to digitize books going out of copyright and digital copyrights should be obtained, making the library a repository of both paper and digital resources.

##### (2) 与作者直接签订数字版权授权协议

##### Signing digital copyright agreements with authors directly

部分作者并未将数字版权转让给出版社，图书馆可以从公益性角度动员作者授权给图书馆。

Some authors have not made over the digital copyright to their publishers. Libraries can use public interest arguments to persuade authors to make over the digital copyright to the library.



## 五、湖南图书馆在全媒体环境下争取数字版权的一些尝试

### 5) Some attempts by Hunan Library to get digital copyrights in an All Media environment

1.案例分析

Case studies

2.经验总结

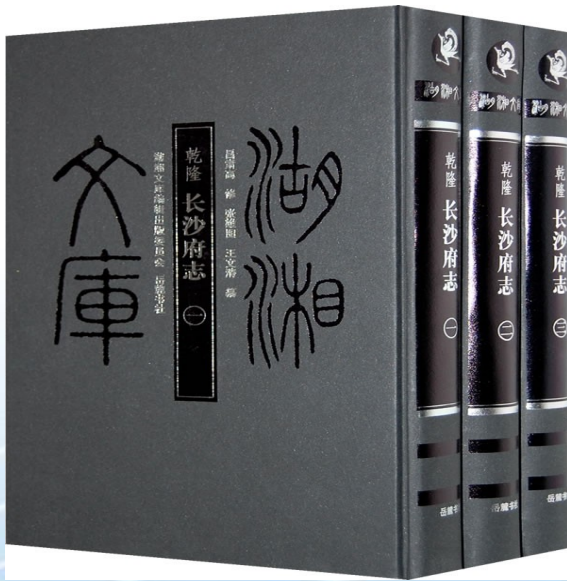
Summary of lessons learned





## 案例1：《湖湘文库》提供原始资料获得数字版权

### Case 1. The “Hunan Library” series: providing original materials in return for digital copyrights



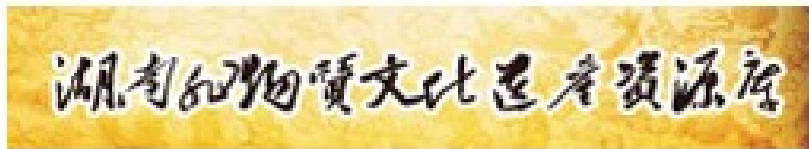
这些资料经过历代图书馆人的对版本的艰辛搜集、整理而被保存下来，文献没有版权或者版权已经失效，湖南图书馆作为保管者拥有对资料的知识产权，因此在部分《湖湘文库》的书籍中，专门加印了除了版权页外的版本页，表明资料版本来自湖南图书馆，湖南图书馆具有数字版权。

These materials have been preserved through the painstaking collection and collation of generations of librarians. Many texts were never copyrighted or are out of copyright, and to these Hunan Library has intellectual property rights as their custodian. Therefore for some works in the *Hunan Library* an edition page is printed as well as the copyright page, making it clear that the edition used for the text is from Hunan Library, and that Hunan Library holds the digital copyright.





## 案例2：依托文化共享工程与作者签订数字版权协议 Case 2. Signing digital copyright agreements with authors through the Cultural Sharing Project



在建设文化共享工程地方资源项目过程中，我馆征集了大量资源并与作者先后签订了数字版权协议，获取了作者的数字授权，拥有数字版权及数字版权的转授权。通过与国家图书馆签订协议，保证了所建资源可以在文化共享工程不断拓展的传输渠道和服务模式中使用。

In carrying out the local resources component of the Cultural Sharing Project, our library has collected a large number of resources and signed digital copyright agreements with a series of authors. With the digital rights to their works we own the digital copyright and the right to transfer it. By signing agreements with the National Library we ensure that the resources we have built will be available within the continually expanding transmission channels and service modes of the Cultural Sharing Project.



### 案例3：开展口述历史活动直接获得数字版权

#### Case 3. Launching oral history projects and getting digital copyright from the outset



湖南图书馆从几年前就开始了寻访抗战老兵活动，对老兵的口述进行录音保存。经过后期整理，录音的内容一方面被形成文字编辑出版成《湖南抗战老兵口述录》一书，另一方面被磁盘存储成为数字资源将永久保存下来。期间，无论是此书还是音频资源的数字版权，都应当为湖南图书馆所获得。

A few years ago Hunan Library began to seek out and interview veterans of the Anti-Japanese War and to record and preserve their oral testimony. After some sorting out the content of these recordings was both transcribed and edited for publication as a book *Oral Records of Hunan Anti-Japanese Veterans* and saved on to disk as a digital resource to be preserved for posterity. In this process the digital copyright to both the book and the audio material devolved on Hunan Library.



## 2.经验总结 Summary of lessons learned

图书馆应加强版权的保护意识，培养数字版权保护的技术性人才，研究和引进新型的数字版权保护技术，如数据加密技术、身份认证技术、数字水印技术等。

Libraries should strengthen copyright protection awareness, train up technical experts in digital copyright protection, and research and introduce new digital copyright protection technology, such as data encryption, authentication technology, and digital watermarking technology.



我的发言到此结束  
谢谢大家！  
**That's all**  
**Thank you**

