

# 阅读推广：理念·方法·案例

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- 书名：阅读推广：理念·方法·案例
- 国家图书馆出版社
- ISBN 978-7-5013-5073-5

# 缘起和基本框架

- 第一章阅读和阅读推广
- 第二章国际组织的阅读推广（IFLA、IBBY、IRA）
- 第三章主要国家的阅读推广（美国、德国等几个国家）
- 第四章 不同类型机构的阅读推广
- 第五章 面向不同人群的阅读推广
- 第六章 具体案例

# 案例来源

- 德国阅读基金会列出的全球阅读推广项目
- IFLA素养与阅读委员会网站列出的项目
- IBBY-朝日阅读推广奖得奖项目
- 其他
- 共计**156**个。每个阅读推广项目记录阅读推广主体、阅读推广目标对象、阅读推广内容和主要的阅读推广方式。
- 选择美国、英国、澳大利亚、中国的项目进行深入案例分析，详细了解了**20**个阅读推广案例的实施模式、实施步骤、评估过程等。



# 我所理解的阅读推广的基本要素

- 谁来推广（主体）
  - 向谁推广（目标对象（群体））
  - 推广什么（内容）
  - 如何推广（方式策略）
- 
- 其中阅读推广的目标对象是核心
  - 以读者为中心的阅读推广



# 推广主体多元化

- 政府
- 图书馆
- 出版发行领域
- 学校
- 医疗领域 (reach out and read)
- 社会组织(everybody wins)
- 私营阅读机构
- 等等

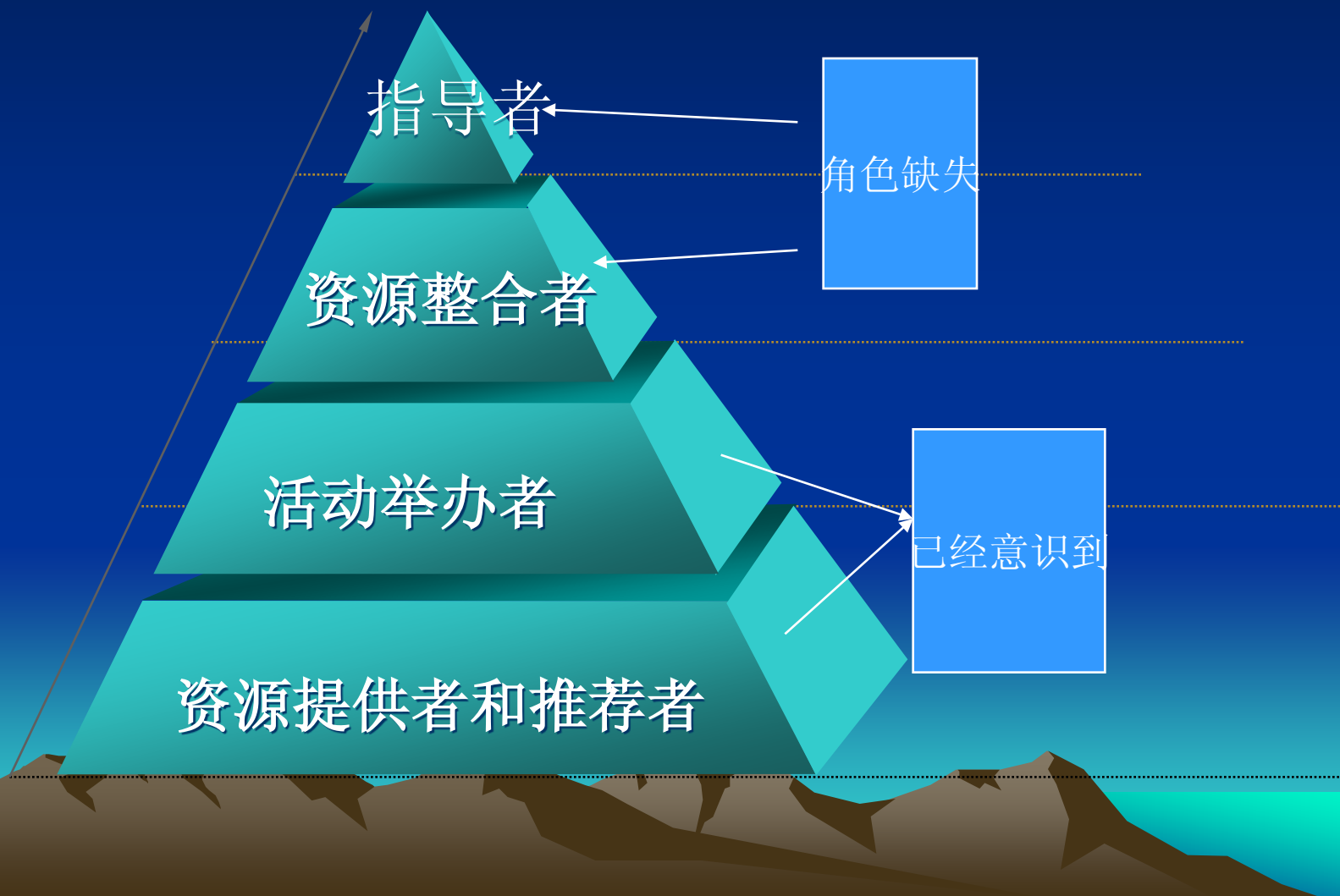


# 推广主体合作化

- 推广主体之间的合作
- 图书馆和学校的合作等
- 推广主体同其他机构的合作
- 需要拓宽思路
- 比如



# 推广主体角色层次化





# 阅读推广目标群体（1）定位明确

- 一般我们会分为面向儿童、青少年、成年人、老年人。具体阅读推广项目还会在此基础上进一步细分。
- “读吧！新加坡”每年面向群体不同，面向美容师、面向出租车司机、面向公务员、面向医学界人士等
- 面向大一新生

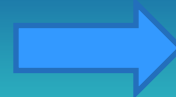


2010年“读吧！新加坡”全国阅读运动 国家图书馆诚意呈献

沿着梦的边缘飞行  
—— 孙燕姿谈音乐、写作与阅读

日期：2010年6月8日（星期二）  
时间：傍晚7时  
地点：国家图书馆总馆16楼仰天阁  
主持：蔡志礼博士

节目程序  
1900 来宾与歌迷们陆续登记与入座。  
1930 鉴赏孙燕姿散文《音乐卡带》。  
1945 专访孙燕姿谈写作与阅读心得。  
2030 孙燕姿回答有关于阅读的提问。  
2130 写作记录生命，阅读丰富人生。



# 面向儿童的阅

- 故事时间 (story time)
- 专门的儿童图书馆员负责
- 婴儿 (baby laptist)
- 一岁半至三岁 (toddler time)
- 三至五岁 (preschool time)



# 面向男孩子英超--俱乐部足球之星

- 面向不爱阅读却热爱足球的男孩。
- （1）球星给出的推荐书目
- （2）在线阅读挑战
- （3）资源包（给老师和图书馆员的手册，带有足球色彩的笔、徽章等）





# 面向成人

- （1）Oregon公共图书馆面向成人的暑期阅读
- （注册、阅读、书评、参加抽奖）
- （2）英国阅读社面向读写能力不高成人群体的项目
- （图书推荐数据库、阅读挑战赛等）



## (2) 关注弱势群体

- 表现在两个方面
- 1项目本身面向特殊人群
- 面向寄养儿童的信箱俱乐部
- 面向低收入家庭的力量午餐
- 2整体项目中加入关注弱势群体的元素
- **Reach out and read** 中推出面向视觉障碍儿童、听觉障碍儿童、孤独症儿童等特殊群体的阅读指导。



# 阅读推广内容拓展

- （1）阅读读物的拓展
- 不仅仅限于图书等传统出版物，电影、音乐、游戏、网页等等都属于推广的范畴。
- （2）阅读能力和阅读意愿（兴趣培养）并重
- 阅读能力包括选择读物的能力、理解能力、阐释能力、批判创新能力。



# 推广方式策略

- 密切结合目标用户特点（以读者为中心）
- 多种方式综合运用
- 注重品牌建设
- 注重推广效果评估



# 案例一 英国的暑期阅读挑战

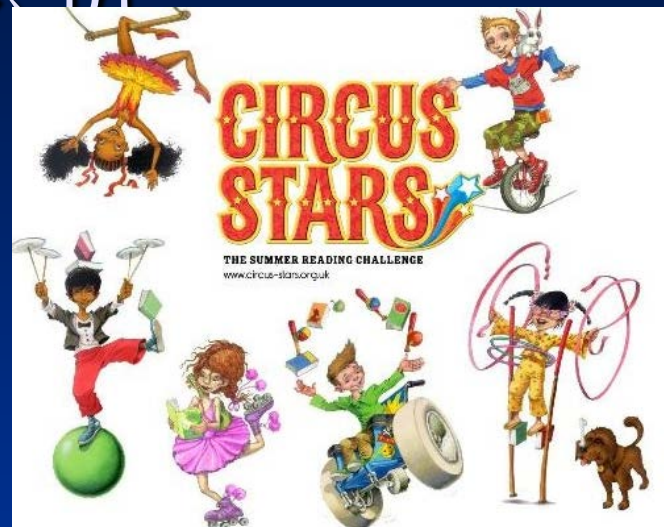
- 该活动始于1998年，由英国阅读社（Reading Agency）和英国各公共图书馆联合主办，旨在鼓励4至12岁的儿童每年夏季阅读6本或更多的书，鼓励儿童去图书馆阅读和享受阅读所带来的乐趣。
- 97%的公共图书馆参与其中
- 此种方式可能的难点是什么？





# 阅读社的职责

- 设计阅读推广主题和方案
- 每年主题都会变化
- 2011年杂技之星
- 2012年故事实验室
- 2013年倾斜的房子



# 激励机制的设计

- 孩子读完两本书，去图书馆领取奖品贴画或者其他。
- 金牌银牌铜牌
- 除此之外，还设计了交互网站，孩子们选择自己喜欢的卡通形象进行注册，还有相关小游戏，只有完成第一阶段的阅读，才可以获得解锁密码，进入第二阶段的游戏



Town/county where you live

Pick your avatar



CHARTERED



CHARTERED



CHARTERED



CHARTERED



CHARTERED



CHARTERED

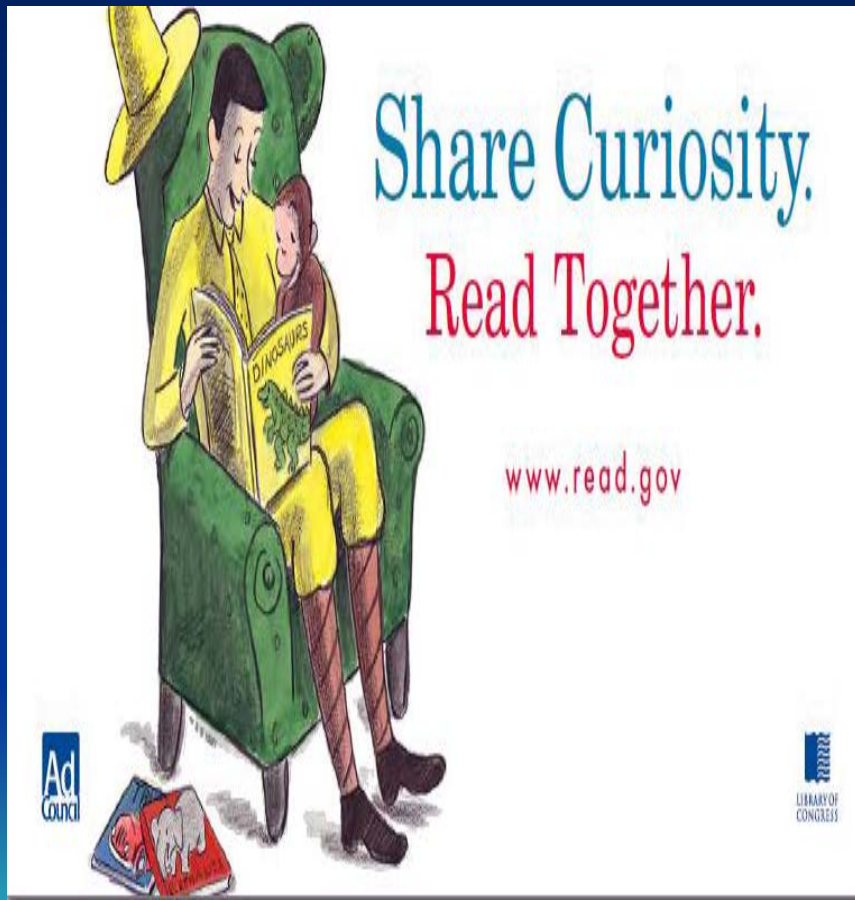


CHARTERED





# 相关链接：美国图书中心宣传海报



# 相关链接： 美国宣传视频

- 青少年对游戏、动漫感兴趣，我们需要考虑将其和阅读结合起来，而不是一味的排斥。



# 设计宣传品进行充分推广

- 一个好的阅读推广项目需要前期大量的宣传。这需要推广方设计符合目标群体特点的宣传品



# Item 1

(on order form)

## 英国夏季阅读挑战赛



***Please see the overprint form for the copy on reverse, and overprint options:***

***[www.readingagency.org.uk/children/summer-reading-challenge/](http://www.readingagency.org.uk/children/summer-reading-challenge/)***

Invitations:

Size: 70mm x 205mm

Order in packs of 1000

Price per pack £14.50



## Item 2

# Story Lab Core pack - enough lab models and stickers for 100 children



**Above is the outside view of the Story Lab, laid flat.**

The “pull-off” Lab Tab (where children keep a record of their books) is the last panel on the right with space for stickers. The three Challenge stages are Bronze, Silver and Gold. There are other places for the stickers, on this side and the inside of the lab (next slide).

Order in packs of 100

Price per pack (100 model Labs packed flat, with 100 sets of three stickers – some scratch & sniff): £35.00



# STORY LAB

[www.story-lab.org.uk](http://www.story-lab.org.uk)

## Certificate



## Item 5

# Certificates

Full colour A4 certificates help give children a real sense of achievement.

These can be left blank or can be personalised with names and are suitable for laser/desk jet printers

Size A4 297mm x 210mm  
Order in packs of 100  
Price per pack £6.75

## Item 8

## Medals



Children really treasure these.

The 2012 medal will be gold finish, non allergic metal composition, packed in individual plastic bags.

Size: 35mm diameter (5mm wider than previous year)

Order in packs of 100

Price per pack £25.50

Above, Welsh and English medal engraving outline. Below, new design of SRC medal with the purple ribbon lanyard and the “pillar box” loop, resonating with the Olympic style medals (facing).



Below – official Olympic medals



## Item 10

# Wristbands



Child-size silicone wristbands which help promote awareness of the challenge and make it easy to identify Story Lab participants!

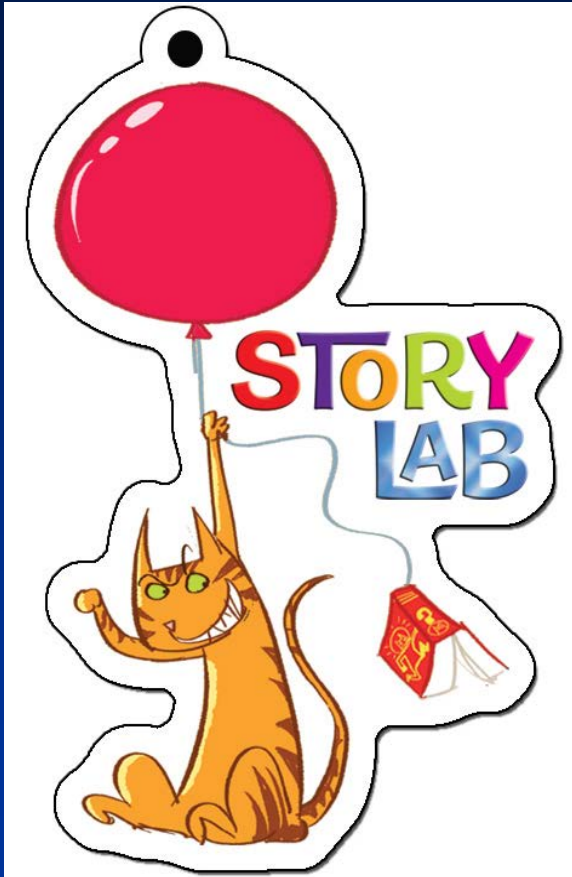
The wristbands shown are last year's, but the Story Lab version will be red, white and blue with Story Lab lettering debossed (below the level of the material).

Order in packs of 100  
Price per pack: £14.50

## Item 11 Key-ring/Zip Tag

A new item for 2012, a Key-ring/Zip tag, featuring Aesop the cat.

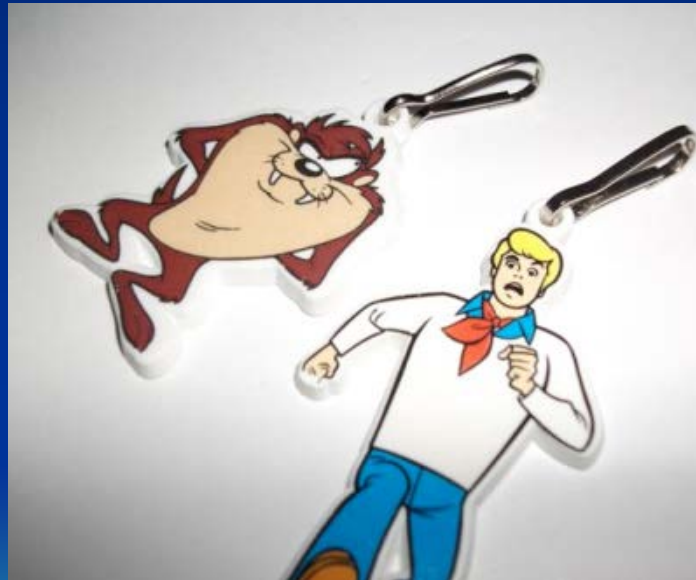
Photograph below of manufacturer's samples featuring Taz & Scooby Doo character, and showing the style of the hook/clasp.



Size: 40x60mm

Order in packs of 100

Price per pack £13.75



## Item 12

## Story-Maker

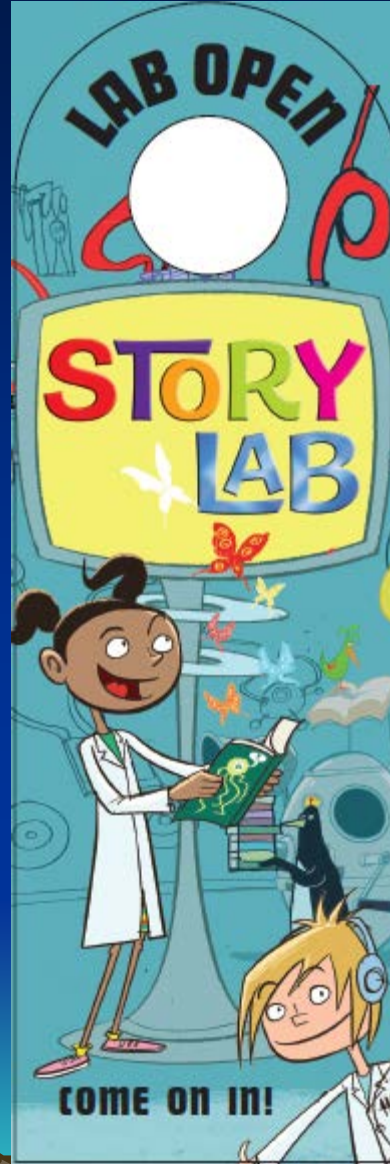
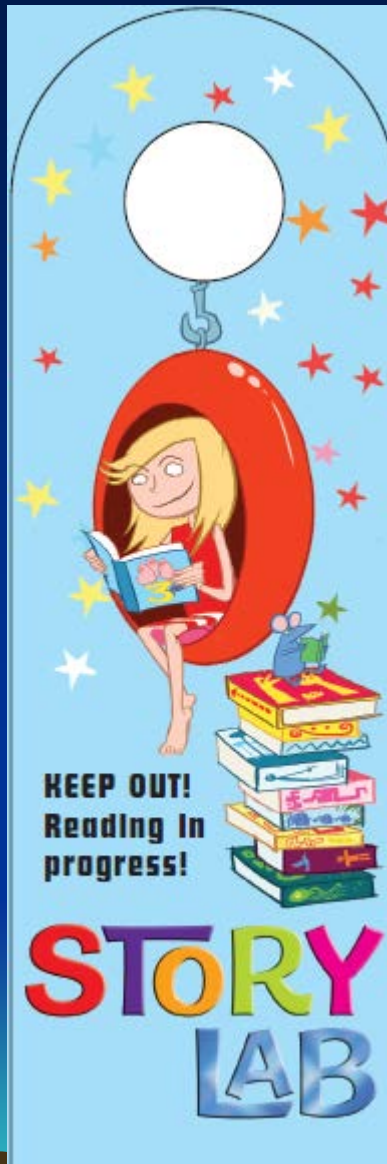


Photograph shows last year's Circus Stars Chatterbox.

This year the Story Lab version will create short stories with different permutations, depending on the choices made at each "go".

Size: 205mm x 205mm open flat  
Order in packs of 100  
Price per pack £5.60





## Item 13

### Door hanger

Double sided  
Front and back views

Order in packs of 100  
Price per pack £4.40



## Item 14 Bookmark

Die-cut bookmark which arrives flat but will fold over so Mouse will peep out of a book!

See last year's Circus Stars sample as example of how it folds.

Size: 210mm x 205mm(flat)

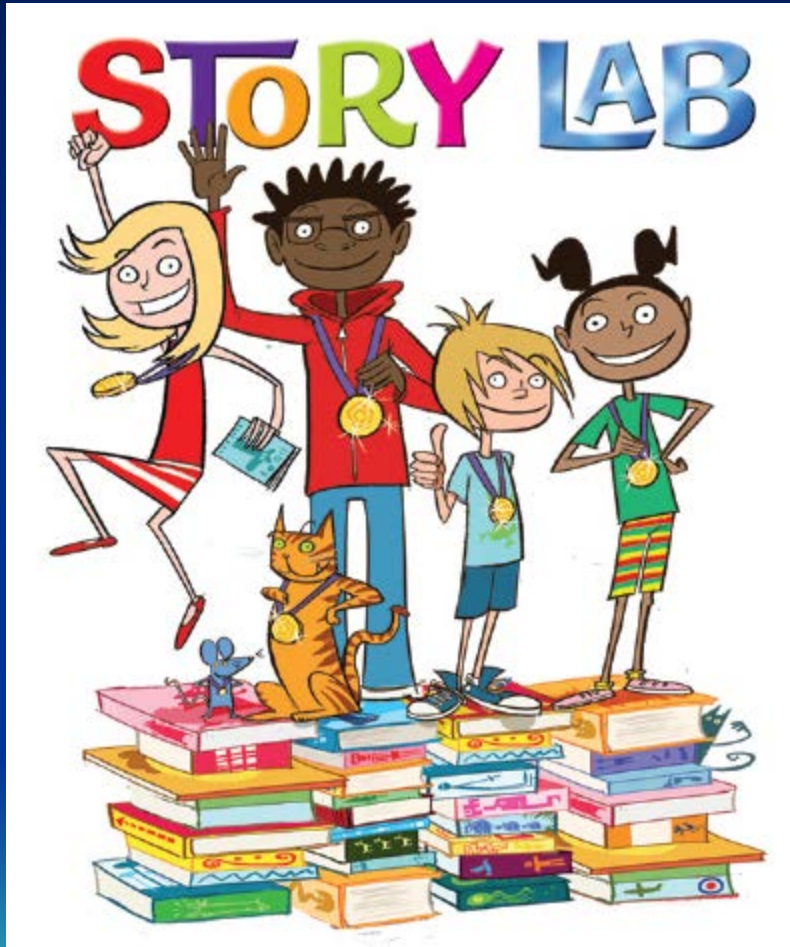
Order in packs of 100

Price per pack £4.00



## Item 15

## Fridge Magnet



Displayed on a fridge, the magnet is a great visual reminder for families taking part in the challenge to visit the library.

This year it will be on heavier magnet material.

Size: 60mm x 52mm

Order in packs of 100

Price per pack: £9.00



## Item 16

# The Story Lab booklet

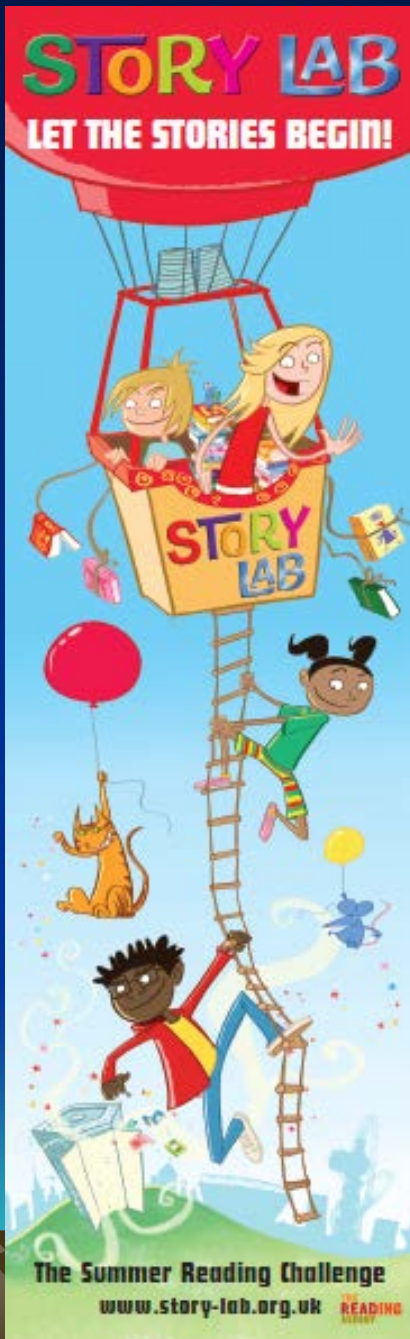
A notebook for older children (suitable for transition, ages 10-12), designed to stimulate the imagination, activities to develop ideas, find favourite books, doodle, have fun with words. Photographs show previous versions and sample spreads.

Size: 105mm x 140mm, 16 pages.

Order in packs of 50

Price per pack £12.00





## Item 17 Double sided Banners

Image shows Portrait version

Giant banners in two different designs – portrait or landscape (next slide).

They are printed double sided so if you use in windows you can see them inside and out.

Size: 420mm x 1380mm

Order in packs of 10

Price per pack £12.65

## Item 17 Double sided Banners - landscape

Image shows landscape version



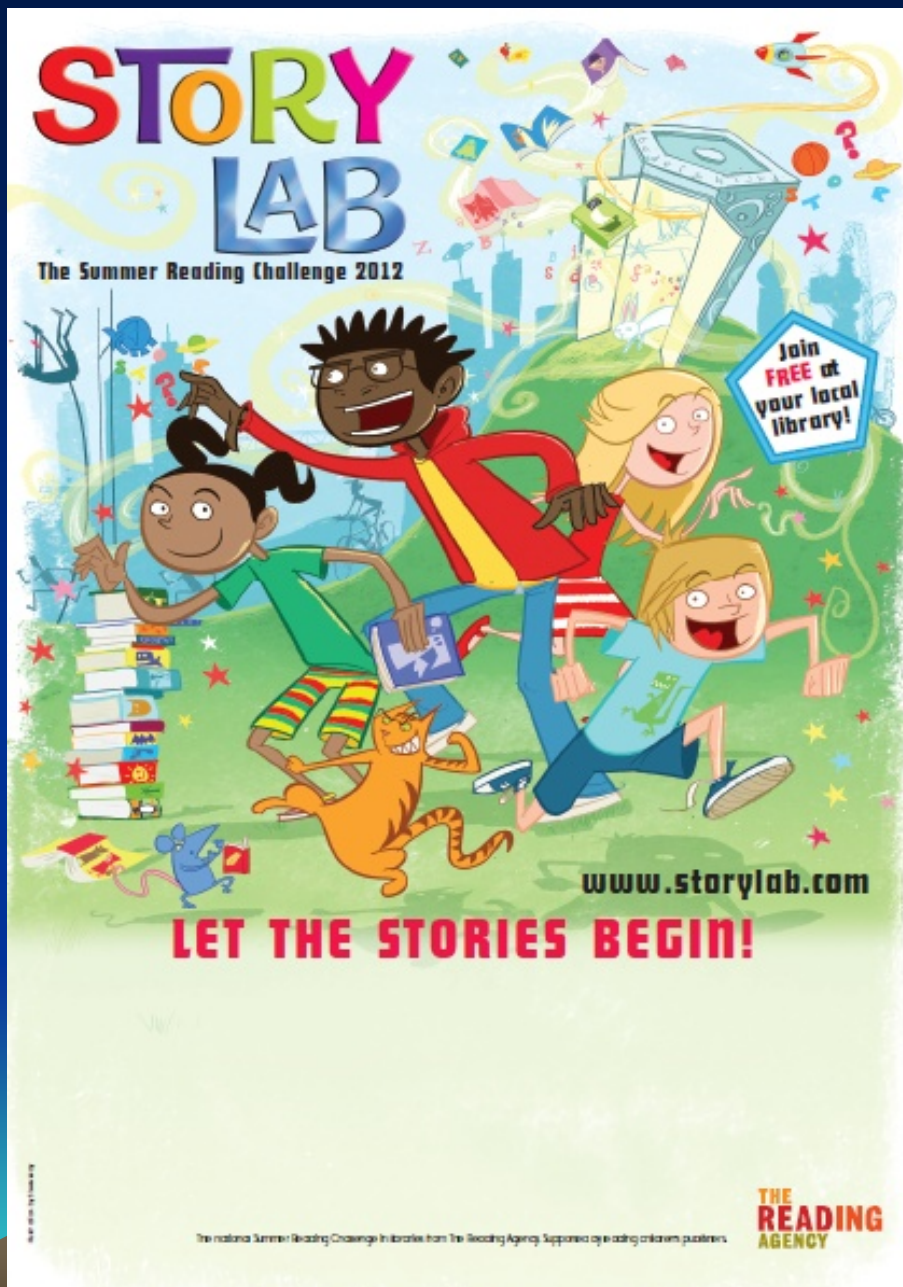
Giant banner, printed double sided so if you use it suspended or in windows, you can see them inside and out.

This version is useful for signposting Story Lab in the library

Size: 420mm x 1380mm

Order in packs of 10

Price per pack £12.65



## Item 18

# A3 Promotional Poster

Colourful, attention-grabbing promotional posters with space for overprinting local authority and/partners logos as required

See Overprint Form for overprinting details and prices at:

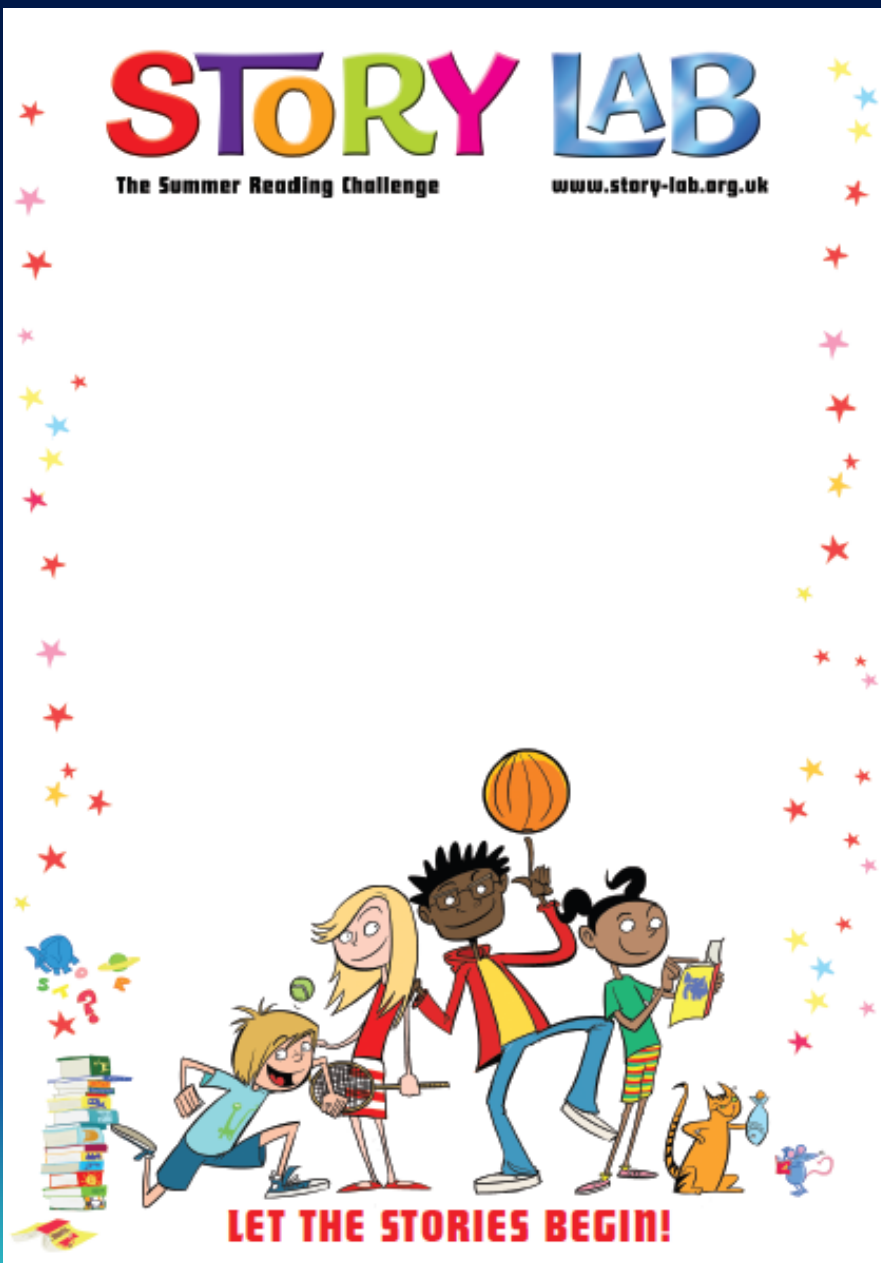
[www.readingagency.org.uk/children/summer-reading-challenge/](http://www.readingagency.org.uk/children/summer-reading-challenge/)

Size: 420mm x 297mm

Order in packs of 100

Price per pack £10.25





## Item 19

# Events Poster

Full-colour A3 events posters, perfect for announcing your events and news.

Plenty of space for your own text, and printed on paper which can go through a photocopier/A3 printer.

Size: 420mm x 297mm

Order in packs of 50

Price per pack £6.25

## Promotional stickers



35 funky full-colour stickers  
on each sheet, ready to peel  
off for a variety of uses

35mm diameter peel-off  
stickers featuring ten designs.  
(35 stickers per sheet)

Each pack contains 875  
stickers, supplied on 25 sheets

Order in packs of 25 sheets  
(875 stickers)

Price per pack £6.75



## Item 21

## Reminder postcard



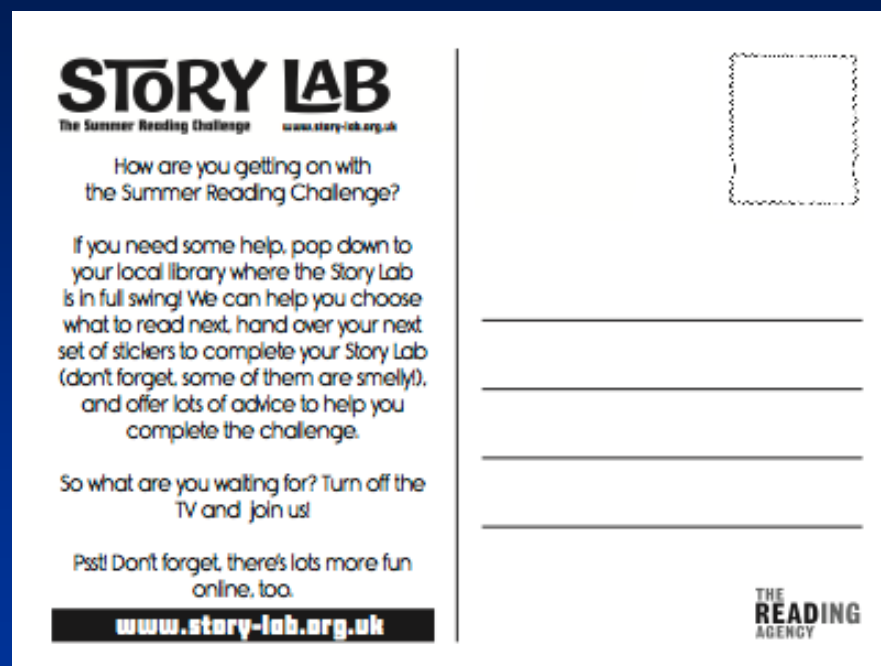
### Front of postcard

We all need a little encouragement to finish what we start and these postcards will remind the Story Lab technicians to come back to the library and complete the challenge!

Size: 140mm x 105mm

Order in packs of 100

Price per pack £2.55



### Reverse



## Item 25      Family/carers leaflet

This gate-folded leaflet is aimed at parents/carers/families of children visiting the library to take part in the Summer Reading Challenge. It explains the benefits of the Summer Reading Challenge, and suggests ways of supporting children during the challenge, with tips for the whole family.

The leaflet is available in different languages according to demand (See reverse of main Story Lab order form for details).

Leaflets will also be available to download in English, Welsh & English bilingual and some community languages.

Size 210mmx99mm

Order in packs of 100

Price per pack £8.25



## Items 27, 28, 29 caps

## Kit bags, T-shirts, Baseball



Useful for staff /volunteers

Quality, eco-friendly kit bags capable of carrying lots of books..

Order in packs of 50

Price per pack £35

Cotton medium & large t-shirts

Price: £4.75 each

Cotton baseball caps with Velcro fastening Price £3.25 each

Last year's Circus Stars items.

Colours for Story Lab 2012 will be lime green

# 面向家长的指南

- 英国阅读社提供了很多面向家长的指南，主要是关于夏季阅读挑战的基本信息，回应家长的一些担心。有的家长担心孩子们上网的安全问题，阅读社在指南中详细解释了“夏季阅读挑战”官网不需要孩子注册真实姓名等保障措施。



# 面向教师的指南

- 告诉教师如何鼓励孩子参加暑期阅读挑战，并且指导教师暑期结束回到学校，应该如何鼓励孩子继续阅读，包括关于暑期阅读教师板报的制作，提供让孩子写书评的模板等。



# 面向图书馆员的指南和培训

- 除了给每个参加的图书馆提供开展夏季阅读挑战所需的各种物品，如海报、奖牌、证书等（这些需要图书馆购买），还向图书馆提供电子版和纸版的手册，并且提供培训。包括如何推介如何推介暑期阅读项目，PPT模版中说明可以何时加入图书馆的标志等。



# 公共图书馆的宣传

- （1）选择一些孩子担任阅读大使让他们在学校进行宣传
- （2）使用视频短片
- （3）通过网站促进孩子对年度主题卡通人物的了解。
- （4）在You Tube上进行宣传
- （5）在学校开放日等向家长介绍夏日阅读挑战
- （6）通过学校发放学生参加夏季阅读挑战的注册表。



# 暑期挑战开始

- 学生到公共图书馆注册。图书馆会根据本地区注册学生的数量酌情购买资源包的数量。
- 图书馆安排相应的人员定期对儿童的阅读情况进行检查，并以此评选出儿童可以获得的奖励。
- 图书馆招募志愿者。





# 发奖及评估总结

- 每个图书馆在活动结束时会举行相应的颁奖活动，
- 英国阅读社每年要对该年度的阅读推广效果进行评估。评估数据主要来源于（1）各公共图书馆完成的网上调查（2）各公共图书馆的报告（3）孩子和家长的意见和反馈（4）官方网站的统计。



# 个性化图书推荐

- 推荐书目：出版商在 9 月提交一个书单，再由儿童图书馆员从中选择合适的书目。然后再由家长和孩子组成的选书委员会最后裁决。
- 个性化推荐：the Book Sorter输入性别、年龄、感兴趣的主题，就会出现相应的书目。书单中的这些书都是由其他孩子推荐的
- 阅读社还提供在线的实验室助手（the Lab Assistants）即图书馆馆员，帮助孩子们解决在阅读中遇到的问题。



# 续写故事比赛

- 六位著名的儿童作家先写一个简短的故事开头，剩下的部分交由孩子们完成。孩子们可以先阅读每个故事的开头部分，选择一个喜欢的故事完成自己的故事。字数不超过**500**字（除去开头的**100**字），在网站提交自己的故事，专家小组将做出评判。



# 阅读带头人

- 青少年喜欢自己做主
- 受同龄人的影响越来越大
- 由英国国家素养基金会举办的一项关于提高男孩子阅读素养的活动，此活动利用同龄人积极的影响力使一些不喜欢阅读的孩子去阅读。
- 活动组织者并不实际进行阅读活动，只是设计活动框架。设计三个级别的活动框架，金、银、铜



# 面向大一新生的阅读项目

- 华盛顿大学的first year reading program
- 面向大一学生，开列一种推荐书目，并给出相应的思考分析题目，开展讨论、辩论以及其他活动，从而让学生适应大学阶段的学习。



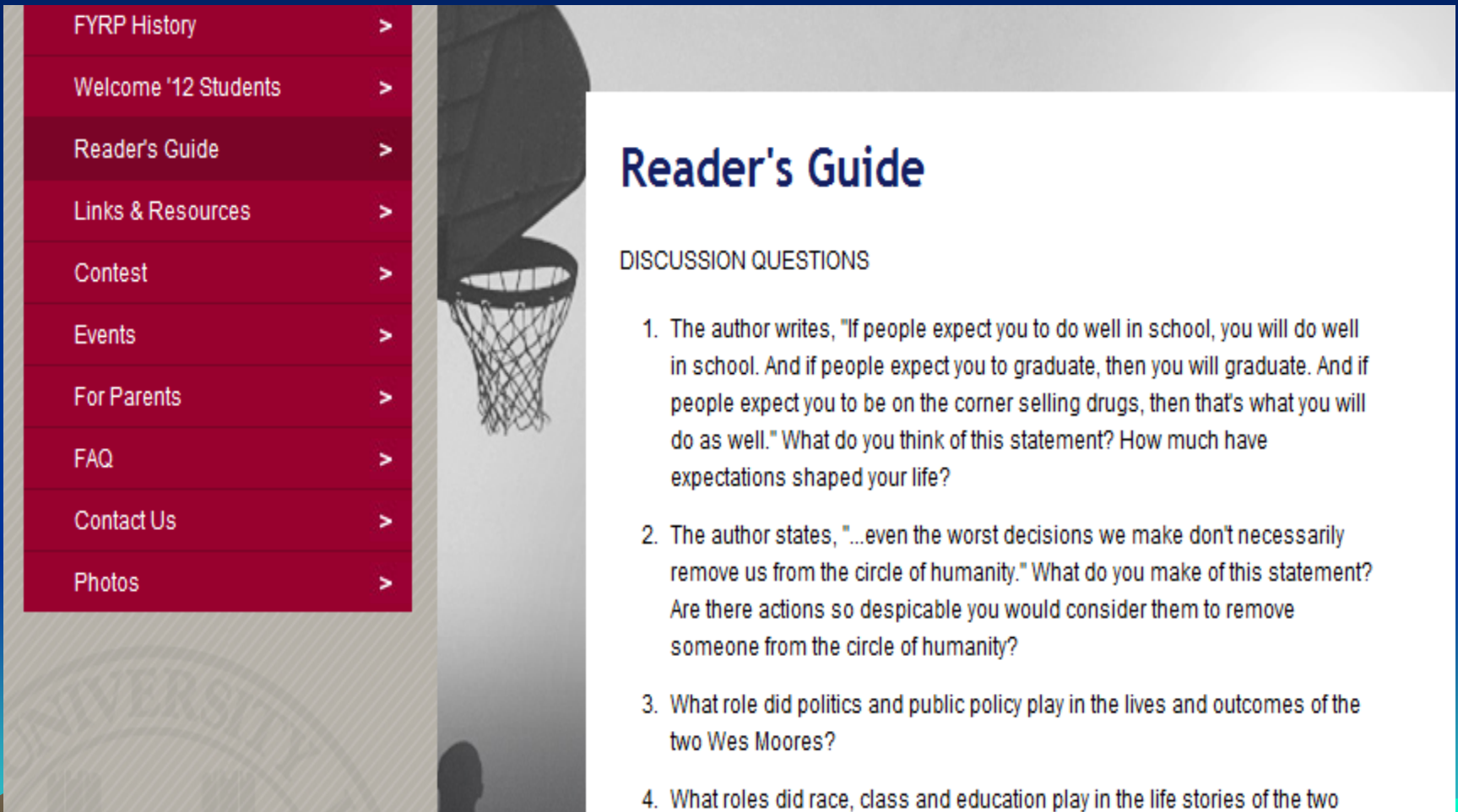


# 难点一：确定图书

- 适合所有专业
- 难易程度适当
- 作者有可能到校进行交流



# 难点二：讨论题目



FYRP History	>
Welcome '12 Students	>
Reader's Guide	>
Links & Resources	>
Contest	>
Events	>
For Parents	>
FAQ	>
Contact Us	>
Photos	>

## Reader's Guide

### DISCUSSION QUESTIONS

1. The author writes, "If people expect you to do well in school, you will do well in school. And if people expect you to graduate, then you will graduate. And if people expect you to be on the corner selling drugs, then that's what you will do as well." What do you think of this statement? How much have expectations shaped your life?
2. The author states, "...even the worst decisions we make don't necessarily remove us from the circle of humanity." What do you make of this statement? Are there actions so despicable you would consider them to remove someone from the circle of humanity?
3. What role did politics and public policy play in the lives and outcomes of the two Wes Moores?
4. What roles did race, class and education play in the life stories of the two

Welcome 12 students

Reader's Guide

Links & Resources

Contest

Events

For Parents

FAQ

Contact Us

Photos



## Contest

### Contest Details

"The chilling truth is that his story could have been mine. The tragedy is that my story could have been his." — Wes Moore

For this year's contest, we invite you, the reader, to explore one of the options below:

1. Working from the text, choose one or more key forks in the road for either of the Wes Moores, explore that character's alternative path, and re-create the story (or a portion thereof) from that turning point.
2. Give voice to the "other" Wes Moore -- a voice that is absent in the text. Choose any part of the story and deliver it from his perspective, in his words.

Your submission may be created in written format, video, photography, art piece, music or any other creative medium that can be submitted electronically for judging.

Please limit written submissions to a maximum length of 1,500 words.

The contest is open to all members of the Washington University Class of 2016. Please e-mail your submission to [fyrp@wustl.edu](mailto:fyrp@wustl.edu) no later than 5 p.m. on Friday, August 17th, 2012.

The top five contest winners will receive lunch with author Wes Moore on September 4, 2012 at the Whittemore House. The grand prize winner will also win a \$250 gift

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