On the Strategies for Developing College Library Under the Influences of Omnimedia Age

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Abstract

This paper will mainly target on three broad aspects, the definition and features of Ominimedia, the influence on the prospect and development of college library Omnimedia will have and several steps the institution should take to catch up the new surrounding.

Keywords: Omnimedia age; College Library;

'Here finally comes the generation of Omnimedia with the wide application of 3G Mobile communication system and digital TV, representation of new media, which transforms the forms of information transmission becoming richer. ' This is a remark from Yang zhijin, the vice minister of cultural department in an address 'Openning Ceremony for Promoting National Digital Libraries' in December, 15, 2010. In December, 16, 2013, Liu beixian, the chairman of China News service delivered a speech at the opening ceremony of Macao's Global Media Industril Development held at Macao Polytechnic Institute which pointed out 'Within a near future that we can foresee, our present shape of media must grow up as Omnimedia. The age of Omnimedia now are taking form step by step. 'The Age of Omnimedia', the expression was coincidentally referred by two different people at a different timing and different spot.

1. What's Omnimedia

So far, the definition of Omnimedia has never been proposed officially by scholars and its name derives mainly from the concept borrowed from media application. But it turns out that Omnimedia existed long ago. In 1999, there was an American housekeeping service company called 'Martha Stwwart Living Ominimedia', here we found the 'Omnimedia'. To promote its domestic services and goods, the company has owned and managed various kinds of media including magazines, press, TV programme, broadcasting, news column and etc. , the so-called 'Omnimedia'. Constraint by the technical level of that time, what Martha Stwwart was in possess of can be hardly considered as Omnimedia, but close to the form of Multimedia.

However, Omnimedia bearing foresight consciousness unwittingly unfold the secret of where the future of global media industry lies. Although agreement on the definition of Omnimedia failed to be reached temporarily, it has enriched and broadened its own essence while it spreads.

The past decades have witnessed the rapid-growing of science and new technology, explosion of new communication means, making the traditional forms of media getting all the more harmonious and mixed with the new one. The past meaning of Omnimedia totally lag behind the present time. Omnimedia, according to the explanations from some materials is a kind of information transmission realized by words, audio, images, animations, pictures, webs, configured with the combinations of broadcasting, television, music, movie, press, news paper, magazine, website and using broadcasting television network, telecommunication network and internet to do the spreading job, which eventually leading to a situation where user can get access to information through television, computer and mobilephone——the so-called unification of three terminals and others. Consequently, anyone at any time at any place with any terminals can get what kinds of information they want. Therefore, we convince that Omnimedia is the one resembles all kinds of communication means that human have discovered so far.

2. Influences of Omnimedia on College Library

At the present age of information explosion, people need more information than ever before, and at the same time they pay more attention to its effectiveness and convenience for obtainment. Particularly when science keeps advancing, new forms of media like smart phone, tablet, car-loaded GPS are emerging in turns, which are prelude to the age of omnimedia, college library is now facing with great challenges because it, as a traditional form of information media has no hope to win the competition with Omnimedia in terms of quantity of information provided, effectiveness, accuracy, efficiency and convenience. Then, what specific influences will Omnimedia have on college library?

2.1 Omnimedia's Influences on College Library Readers

The main targets of college library to provide services for are undergraduates, graduates, teachers and faculties with a scarcity of libraries open to the outsiders. Students, one of the targets who live a communal life are supposed to be fond of new things in a collective manner. Students, teachers and faculties, the major constituent of library readers who depend excessively on their brain to work are highly motivated to receive information especially for those of cutting-edged technology, knowledge and theory. Omnimedia age take to more creative, diverse and quick means of transmission, leaving more space for readers to make choice. Meanwhile, some overthrown changes of reading habits of the above readers have taken place. With the development of Mobile communication techniques and the wide-spreading of smartphone, 4G communication network, more students grow accustomed to acquire various kinds of information they need through smartphone, tablet. Getting along with different subjects of digital magazines, online novels, online games, phone games, brog, wechat becomes the mainstram living style of college students and such entertainment readily gain popularity. The growth of information age, and the overwhelming of Internet result in tremendous revolutions to the way of media, reading habits. It is possible that the chance for people go to library may shrink and more chance to obtain information though other forms of terminals and to search for personalized services.

The scientific breakthrough not only give birth to the Omnimedia age, but revolutionize the way and forms of people interacting with each others and obtaining information. The main manifestations are that in the past obtaining information is mainly depended on human-searching with holding catalogues and index which means your reading range will be limited by the holdings of library, but now we can conduct different searches on book's contents, subjects, forms, source and time with various terminals. Benefit from the advance of net techniques, the way for readers get informed has changed from singular to plural, refraining our readers from the static library holdings and they can receive a dynamic form of information about their majors, research subjects, hobbies and interests.

2.2 Omnimedia' Influence on the Construction of College Library

The emergence of Omnimedia also affect the way of library to build resources for the reason that it has changed the resource-purchaing process directly. Given the fact that the publishing houses used to collabourate with some big digital bookstores which have become the monopolized provider of electronic literature, the libraries along with dealers and wholesaler were left no choices but to pay excessive additional money for that. It appears to be extremely unfair and unreasonable for libraries which is at the end of purchase chain and have a shrinking budget. Yet, the present Omnimedia age offers libraries a final chance to revert the passive circumstance they were in. They are now being able to deal with publishers talking about buying terms without middlemen, or invite tenders, even to align with other college libraries, breaking the direct link between publishers and electronic resource providers. Also, the library can make a direct contact with authors to buy their electronic version of achievements which will cut down on expenses, but make sure that the author's right is saved. Besides, the Omnimedia has transformed the processing flow of literatures and meterials in a way that libraries can download MARS data provided by book sellers from internet so that a book database will be completed, staff's working pressure will be lower, the speed of processing meterials will be quickened and efficiency will increase more than twice.

The coming of Omnimedia age has fundamentally changed the operation way of publishing industry with the traditional paper form of meterials sharing the same coming-out time with the digital one and they competing in a fair arena. At the Omnimedia age, various resources and information are mostly spread with electronic devices as receiver terminals like digital books, digital TV, network, smartphone and tablets. Only a minority of people persist in using traditional media including newspapers, books, broadcastings and so on. The statistics about the human's need for information and meterial when peple is at work or at leisure life shows that all kinds of non-paper forms of meterials have been predominant. on the other hand, the electronic material compared to the traditional one are more diversified.

Quencequently, we can easily anticipate that electronic resource will take a bigger proportion on the whole complete library collections with the main constitution of which will be altered as paper material, audio material, electronic resource and online texts.

2.3 Omnimedia's Influence on the Management of College Library

The emergence of Omnimedia and the on-the-way Omnimedia age have predicted fundamental changes undertaked by the traditional type of college library which has to become more diversified, mediumized, networked, personnalized and informative. And the changes will lead to further moves. Considering that one advanced idea shall require people to understand, sophisticated facilities shall be operated by people too, we should improve our management ideas and absorb scientific managerial methods apart from the installment of progressive facilities. That is where we can improve the quarlity of our service, perfect our way of serving, probe for more information the user in need for providing services with more pertinency, pluralism and individualism. Nowadays, every members in the library instead of in the past the task of handling technical problems fell completely on technical department are forced by the Omnimedia which give rise to more technical problems to strengthen their ability according to individual post each are responsible for. This can actually be a great challenge for the one who has work under a traditional form of library for decades.

3. Strategies to Face the Omnimedia age
3.1. Accommodation to the Omnimedia Trends

According to an ancient book of China called The government's Records in Guangxin, it recorded kind of a public library in ancient China which had over 800 years of history from now and says 'during the reigns

of Emperor Guangzhong and Ningzhong from 1190-1200, Zhao buyu, an officer of Zhifu Cultural Advocacy in Jun dynasty built a library for public purpose. Visitors found it hard to obtain what they need because there are tremendous store of books and each personnel of the library handled one single key to open one section of the four classifications of literary which are classic, history, collection and essays. The only way for readers to finish watching the four types of store is to climb several floors of stairs. ' Although eight-hundred years has passed, barely nothing big has ever changed in the forms of library store, the way of information exchange and way of reading. Not until after 1990s, a few of libraries gradually altered thier routine ways of borrowing, using information technology, network, mobile terminals and application to construct and offer various kinds of database so as to provide thier readers with modern media usage like vedio, digital audio. In fact, with time goes by and the develpment of technology, the national libraries have embarked on accpeting and undertaking the revolutions during which creation never ceases. Having managed to reform technology and ways of serving, library is aimed to provide better service.

'We will never be able to tell how many stages left ahead for library which is a growing organism to go through' said by Shiyali Ramamrita, an Indian library's expert in his book Library's Five Religions which specifically points out in the fifth religion 'Library is a growing organism', 'And we can't tell the transmission of knowledge, one of the important functions of library can be carried out through means rather than printing. Luckily, different catalogues of library have been seen separated form the organic entirety, and we have faith in that the basic principle of library which responsibles for global knowledge exchange will remain to exist during the whole developing process of library. What Ramamrita said reveal that a library will irreversibly precede with the pace of society. So, in the age of information explosion, scientific and technical surge, globalization, It is not odd to see the coming of Omnimedia age. Its existence is not a coincidence, but a definite outcome of development of times. College Libraries are left no choice but follow the trend.

3.2 In Pursuit of Financial Support

An old Chinese proverb said 'Even the good wives can't do cooking without rice', this is the situation of library where a large sum of money is in need for buying various kinds of material, building databases and network, supplementing reading terminals. It must be a headache problem for such a so-called 'impoverished division' which have lasted for long. However, but since our age is forging ahead, any excuses of difficulties and troubles fail to stand. As a result instead of 'sitting wait for support', staring at the poor financial supports from school, the college libraries should take initiative in obtaining assistances by broadening other channels. In May, 2011, It was stated in the Announcement of Implementing the Generalization of Digital Libraries, issued by the National Cultural Department 'The core of the promotion announcement which was put into effect since the 12th Five Year Plan is to build a connective digital library system and distributed databases pool with the technical help of Omnimedia. ' To library, it is absolutely a good news and the administrator of library should broaden their horizons, free their mind, take the utmost advantage of the stable and hugh readership in campus, convenience of obtaining latest science, technology and intelligence, great research power, play an active part in benefitting from the state or local level of policies and get approval for such projects as jointly construction of digital resources, local information building for earning some specially-allocated money. In this way, that library need money to develop will be solved immediately.

3.3 Strengthen the Resource Construction and Terminals

Happening to live under the Omnimeda age which provides many channels to spread information, why not the college libray applys its strength to set up a comprehensive, efficient platform for interaction among

suppliers, libraries and users. When we fill up the store of library, the opinions and criticisms of readers should be taken more serious. To replenish, we can do it through buying databases, building own distinctive databases, collecting and storing online resources and forging alliances to construct digital materials between college and college, college and local authority, college and research centers, college and technical company. Pay attention the diversification of storage. Meanwhile, to the numerous unknown resource and information conducting inspections and a complete analysis is a necessary process. Catering for the readers' requirements, the library should have all the information analyzed, selected, unified to ensure that the information provided for our readers are valuable, and those lack of usage purposes, unidentified and ambiguous with copyright should be crossed out from the rage of purchase to avoid wasting of resource and repetition in construction. As to the sea of information showing online, we in accordance with the principle to benefit our readers with healthy and useful information conduct conscious gathering, process and storage to them.

One of the features of Omnimedia is diversified communication means which can be internet, digital television, tablet, smartphone and so on. And concerns on constructing information technology-centred multimedia and interactive Omnimedia terminals during the construction of library should be taken. For example, designing match terminal software for individual reading terminal, creating a users' friendly interface, providing sound functions and 'one-stop' service, enabling our readers to enjoy a real mobile library no matter where, when he is.

3.4 Training

The ability of personnel determines the quality of library service, the status among its peers and the reputation in the mind of readers. Particularly when the majority of readers of college libraries are college students, graduates, teachers and researchers, what they aspire to is something latest, insighted, disciplined and targeted. Also they are looking for a more professional service with high standard. Meanwhile we have to involve ourselves to more advanced technologies when constructing the library storage under the Omnimedia age which for example are techniques of building databases, communication techniques, net-constructing techniques, opening website, multimedia techniques. None of them are not highly-technical jobs. We need people familiar with relevant techniques for no matter on the daily management of databases or on the net facilities maintenance. But the reality is cruel, the status of library, a treasured department abroad is pretty awkward and is badly marginalized as undesirable sectors in school and the college libraries are no exception. The undesirable situation lead to poor funding which as a result talented are missing. To reverse the bad situation, beside bringing more money in, recruiting more technical talent, more importantly, we need to offer professional trainnings to incumbent backbones and other personnels. However considering its highly technical speciality, Different measures should be adopted to the technical trainnings of personnel.

1. Make Good Use of the Original Technical Force

Sending some people out for trainning who have already learnt certain portion of technology and had job experience, entertain a stronger sense of acceptability and comprehension skills than average employees. As a result, after they finish studying in some research centers, brother colleges even technology enterprise which cooperate with the school it can be a wonderful treasure for the future and prospct of college library.

2. Stage Trainning for Library Employees

Different from technical backbones, average library personnel are not so quick to accept new technology and new theory because the jobs they routinely engage with are lack of technical skills. Then, we should turn to another approach by inviting some specilists, technicists, major reseachers, brother libraries to give

lectures, speeches, stories-telling so that the employees gradually take command of certain new things and ideas, or to improve their abilities with actual practice at work in a way of launching pairs assistance. Only in this way, can our library employees satisfy the request posted by the Omnimedia age on the library management, development and service.

At last, college library must be conscious about the irreverible trend of change from traditional paper providers and singular communication media to throughly digital, pluralized information service with rich communication means. Even as the Omnimedia age has changed the way and form of communication. it brings great challenges to conventional college libraries. Shoudering the responsibilities to spread knowledge, information and culture, the library shall not be intimidated, instead have a long-term vision, make strategies for planning development and construction of library, seize the features of Omnimedia communication, revolutionize working patterns, complete various kinds of resources and facilities, improve readers' service, meanwhile make a sound improvement on interior management level, profession and business ability. The services available by a real Omnimedia library are: Resource with Omnimedia features, reading in an Omnimedia way, Omnimedia supported readers' service and Omnimedia library experience.

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