沿着運河讀中國

"沿着运河读中国"——以创新模式激活图书馆文化传播效能

"Reading China Along the Grand Canal"——Activating Library Cultural Dissemination Through Innovative Models

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南京图书馆是江苏省级公共图书馆，坐落于江苏省会、"世界文学之都"南京市。其历史可追溯至1907年建立的江南图书馆和1933年建立的国立中央图书馆。

总藏书近1400万册，建筑面积7.8万平方米，拥有古籍160万册，其中宋版书944册，珍贵古籍占比全国4.8%。

Nanjing Library is a public library of Jiangsu Province, located in Nanjing, the capital of Jiangsu Province and the "World literature capital". Its history can be traced back to the establishment of the Gangnam Library in 1907 and the National Central Library in 1933.It has a total collection of nearly 14 million volumes, a construction area of 78,000 square meters, and 1.6 million volumes of ancient books, including 944 volumes of Song edition books, accounting for 4.8% of the country's precious ancient books.

背景与契机：全民阅读与文化高质量发展的时代命题

Background and Opportunity: the era of national reading and high-quality cultural development

01
全民阅读政策的持续推进
Continued Advancement of the National Reading Policy

2024年，全民阅读"连续第11年写入政府工作报告，反映出全民阅读已上升为国家发展的重要战略。

In 2024, "national reading" was included in the Government Work Report for the 11th consecutive year, reflecting its elevation to an important national development strategy.

02
大运河申遗十周年的文化契机
Cultural Milestone of the 10th Anniversary of the Grand Canal's UNESCO Inscription

2024年也是中国大运河申遗成功十周年，大运河承载着丰富的历史文化内涵，为全民阅读提供了独特的文化资源和阅读素材。

2024 also marks the 10th anniversary of the successful inclusion of China's Grand Canal on the UNESCO World Heritage List. The Grand Canal, bearing rich historical and cultural significance, provides unique cultural resources and reading materials for national reading.

03
公共图书馆深化服务的时代要求
Evolving Demands on Public Libraries in the Current Era

全民阅读从"开展"到"深化"，对公共图书馆的文化服务能力提出了更高要求，公共图书馆需不断创新服务模式，以满足读者的多样化需求。

As national reading transitions from "promotion" to "deepening," higher requirements are placed on the cultural service capabilities of public libraries. There is a need for continuous innovation in service models to meet the diverse needs of readers.

南京图书馆的省级龙头地位 Nanjing Library's Leading Role

南京图书馆是全国第三大公共图书馆，也是江苏省龙头馆，在公共文化服务体系中发挥着重要的引领和示范作用。

As the third-largest public library in China and the leading library in Jiangsu Province, Nanjing Library plays a pivotal role in guiding and setting benchmarks within the public cultural service system.

大运河江苏段的独特优势
The Unique Advantages of the Jiangsu Section of the Grand Canal

江苏段是文化遗产最密集、文旅资源最集中的区域，串联南京、扬州、苏州、淮安等历史文化名城，勾勒出 "水韵江苏" 的独特底蕴。

The Jiangsu section of the Grand Canal boasts the most concentrated cultural heritage and tourism resources along its route. It connects historic and cultural cities such as Nanjing, Yangzhou, Suzhou, and Huai'an, outlining the unique cultural essence of "Charmful Jiangsu".

联合多方的活动背景 Background of the Multi-Party Collaboration

在此背景下，南京图书馆联合《现代快报》及大运河沿线八省（市）公共图书馆，共同推出"沿着运河读中国"大型阅读推广活动。

Against this backdrop, Nanjing Library has joined forces with *Modern Express* and public libraries from eight provinces (and municipalities) along the Grand Canal to launch the large-scale reading promotion campaign, "Reading China Along the Canal."

"阅读+行走"的创新模式 Innovative Model of "Reading + Exploring"

活动以"阅读+行走"为核心模式，深度挖掘馆藏资源，将阅读与实地体验相结合，打破传统阅读的局限，为读者带来全新的阅读感受。

The campaign adopts an innovative "Reading + Exploring" model, delving deeply into library collections and integrating reading with real-world experiences. This approach breaks the limitations of traditional reading, offering participants a fresh and immersive engagement with cultural content.

对文化传承与创新的推动 Promoting Cultural Heritage and Innovation

该活动通过"阅读+行走"的方式，深入挖掘大运河的历史文化内涵，推动文化的传承与创新，让更多人了解和热爱大运河文化。

Through the campaign, the historical and cultural significance of the Grand Canal is deeply explored, which fosters cultural heritage and innovation, and enables people to understand and develop a passion for the Grand Canal's cultural legacy.

实践与创新：四大路径重构图书馆公众认知

Practice and Innovation: four pathways to reconstruct public perception of libraries

"一本书、一座城、一群人"的独特视角
A Unique Perspective: One Book, One City, One Community

活动以"一本书、一座城、一群人"为创新视角，从馆藏中精心挑选出50余种运河主题的图书，为活动提供了丰富的知识储备。

From this conceptual framework—"One Book, One City, One Community", over 50 canal-themed books were selected from the library's collections, forming a substantial intellectual foundation for the campaign.

结合遗产点设计走读路线
Designing Heritage-Integrated Walking Routes

设计出百余条特色走读路线。每条路线都将书中的知识与现实中的运河景点紧密结合，让读者在行走中感受运河文化的魅力。

More than 100 distinctive walking routes were created, each meticulously linking the textual knowledge from the books with real-world canal landmarks, enabling readers to appreciate the culture's allure through firsthand experience.

活动的参与成效
Participant Engagement and Impact

该活动吸引了大量读者参与，整个"沿着运河读中国"活动覆盖全省13个设区市，线下参与读者逾6000人次，充分体现了活动形式的吸引力和影响力。
The campaign attracted a large number of participants, reaching all 13 districted cities across the province. The "Reading China Along the Canal" activities drew over 6,000 attendees to offline events, fully showcasing the appeal and influence of its innovative format.

盐城串场河游船阅读活动形式
Yancheng Chuanchang River Reading Cruise

盐城市图书馆开展的串场河游船阅读活动，采用了"景点讲解+非遗体验+情景朗读"的形式。全方位感受运河文化。
Yancheng City Library organized a unique reading cruise on the Chuanchang River. This event combined guided tours of scenic spots, hands-on intangible cultural heritage experiences, and situational reading sessions, offering an immersive and multifaceted journey into the culture of the Grand Canal.

南京图书馆的发起与统筹
Initiative and Coordination by Nanjing Library

邀约大运河沿线八省（市）的公共图书馆联合开展活动。发挥省级龙头馆的统筹作用，确保活动主题的统一性和整体规划的科学性。
Public libraries from eight provinces (municipalities) along the Grand Canal were invited to jointly carry out activities. Nanjing Library played a coordinating role, ensuring the consistency of the activity themes and the coherence of the overall plan.

"省馆统筹+地方落地"模式的优势
The "Provincial Coordination + Local Implementation" Model

"省馆统筹+地方落地"的模式，既保证了活动围绕运河文化这一主题有序开展，又给予地方图书馆充分的自主权，让它们能够结合本地特色资源进行创新，释放地方创造力。
The "provincial coordination + local implementation" model not only ensured that the activities were carried out in an orderly manner but also granted local libraries sufficient autonomy. This allowed them to innovate by leveraging local characteristic resources, thereby unleashing local creativity.

扬州隋炀帝陵探秘活动
Yangzhou: Exploring the Tomb of Emperor Yang of Sui

扬州市图书馆邀请扬州博物馆馆长带读者探秘隋炀帝陵遗址，深入挖掘扬州运河文化中与隋炀帝相关的独特资源。

Upon the invitation of Yangzhou Library, the director of Yangzhou Museum guides readers in exploring the site of Emperor Yang of Sui's tomb, delving deeply into the unique resources related to Emperor Yang within Yangzhou's canal culture.

泰州盐税文化串联活动
Taizhou: Salt Tax Culture Linkage Activity

泰州市图书馆串联古盐运河文化公园与江苏盐税博物馆，以盐税文化为切入点，展示泰州在运河经济发展中的重要地位，实现了地方特色资源的有效整合。

Taizhou Library connected the Ancient Salt Canal Cultural Park with Jiangsu Salt Tax Museum, using salt tax culture as an entry point to demonstrate Taizhou's important role in the economic development of the Grand Canal.
This initiative achieved effective integration of local characteristic resources.

联盟网络的资源互补与全域共振效果
Resource Complementarity and Regional Synergy within the Alliance Network

通过这些地方特色活动，各图书馆之间实现了资源互补，形成了全域共振效应，推动了大运河文化的整体传播和发展。

Through these locally distinctive activities, the libraries achieved resource complementarity and created a regional synergy effect, collectively promoting the overall dissemination and development of Grand Canal culture.

Deep Media Empowerment: Communication Data and Impact Amplification

与《现代快报》的合作模式
Collaboration Model with Modern Express

南京图书馆与《现代快报》合作打造"云走读"全媒体体系，整合双方资源，充分发挥媒体的传播优势。

Nanjing Library partnered with *Modern Express* to create a comprehensive "Cloud Reading Tour" media system. This initiative integrated resources from both parties, fully leveraging the media's strengths in communication and dissemination.

"云走读"体系的闭环设计
The "Cloud Reading Tour" System

该体系构建了"预热 - 传播 - 转化"的闭环。在活动前进行预热宣传，活动中实时传播，活动后实现转化，提高活动的参与度和影响力。

The system established a "Preheating - Dissemination - Conversion" closed loop. Promotional activities were conducted before the event to build anticipation, real-time coverage was provided during the event, and post-event conversion strategies were implemented to enhance participation and overall impact.

媒体深度赋能：传播数据与影响力扩散
Deep Media Empowerment: Communication Data and Impact Amplification

核心传播数据展示
Key Communication Metrics

系列直播观看量达**616.8**万人次，微博话题阅读量突破**2882.8**万。这些数据充分证明了全媒体传播体系的强大影响力。
The series of live streams attracted 6.16 million views, while related *Weibo* topics garnered over 28.82 million reads. These figures fully demonstrate the powerful impact of the integrated media communication system.

"一展多点"的巡展传播策略
Multi-Venue Exhibition Strategy for Extended Reach

活动收官阶段，举办**49**场线上线下巡展，采用"一展多点"模式。通过在不同地点展示活动成果，进一步扩大活动影响力，让更多人了解和感受运河文化。
During the concluding phase, 49 online and offline exhibitions were organized using a "one-theme, multi-venue" model. By showcasing the outcomes across different locations, the initiative further expanded its influence, allowing more people to learn about and experience canal culture.

拓展阅读场景，创新 "历史+现实" 互动模式
Expanding Reading Scenarios and Innovating the "History+Reality" Interaction Model

走进文博场馆的实践
Visiting Cultural and Museum Institutions

各市图书馆带领读者走进文博场馆，让读者在馆内解读运河民俗文化，拓展了阅读的空间和内容。
City libraries organized visits for readers to cultural and museum venues, where they interpreted the folk culture of the canal on-site, expanding both the space and content of reading.

走进历史遗址的体验
Experience of Exploring Historical Sites

走进扬州的隋王朝遗址，让读者亲身感受历史的沧桑变迁，突破了传统室内阅读的局限。
By visiting the ruins of the Sui Dynasty in Yangzhou, readers gained a firsthand experience of the profound changes throughout history, breaking through the limitations of traditional indoor reading.

场景突破的价值体现
Value of Scenario Breakthrough

这种从室内到户外的阅读场景延伸，为读者提供了全新的文化服务体验，丰富了阅读的形式和内涵。
This extension of reading scenarios from indoors to outdoors provided readers with a fresh cultural service experience, enriching both the form and essence of reading.

"室内文献+户外实景"的融合逻辑
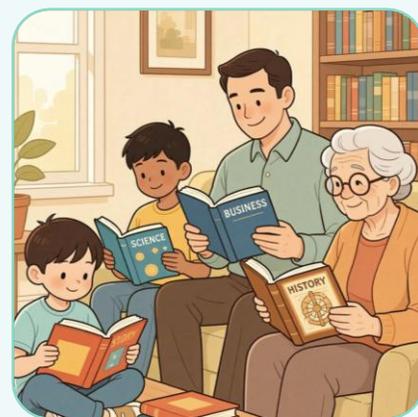The Integration Logic of "Indoor Archives & Outdoor Locales"

行走中的历史与现实共鸣
Historical and Real-world Dialogues on the Move

多样化阅读新体验的塑造
Crafting a New, Diversified Reading Experience

03

经验与启示：为文化传播提供可
借鉴路径
Experience and Insights:
three strategies for shaping public
perception of libraries

◆ **资源与场景融合，激活文化传播活力**
Integrating Resources and Scenarios to Activate Cultural Communication Vitality

01 **"阅读 + 行走"核心价值提炼**
Core Value of the "Reading + Walking" Model

"阅读 + 行走"模式打破传统阅读局限，将运河主题阅读与实地文化体验相结合，让读者在行走中深化对运河文化的理解，实现知识与实践的深度融合。

The "Reading + Walking" model breaks through the limitations of traditional reading by combining canal-themed literature with on-site cultural experiences, allows readers to deepen their understanding of canal culture through immersive exploration, achieving seamless integration of knowledge and practice.

02 **静态文献到动态体验的转化**
Transformation from Static Texts to Dynamic Experiences

以50余种运河主题图书为基础，结合百余条走读路线，通过"景点讲解 + 非遗体验 + 情景朗读"等形式，使静态的文献资料转化为生动的动态文化体验。

Building on over 50 canal-themed books and incorporating hundreds of curated walking routes, this approach transforms static documentary resources into vivid cultural experiences through methods such as site explanations, intangible cultural heritage activities, and contextual readings.

03 **物理空间升华为精神交流场域**
Elevation of Physical Spaces into Spiritual Exchange Arenas

通过该模式，原本普通的运河景点、文化场所等物理空间，成为读者交流思想、分享感悟的精神场域。

Through this model, ordinary physical spaces—such as canal landmarks and cultural sites—are elevated into meaningful arenas for intellectual exchange, where readers share insights and reflections, fostering a deeper collective connection to cultural heritage.

强化馆际协作，实现影响全域扩散
Enhancing Inter-Library Collaboration to Achieve Wide-Ranging Impact

省级统筹与地方特色结合机制
Combining Provincial Coordination and Local Characteristics

南京图书馆作为省级龙头馆发起邀约，沿线八省（市）图书馆联合办会。采用"省馆统筹、地方落地"的联动机制。

Nanjing Library, as the provincial lead library, initiated the collaboration by inviting libraries from eight provinces (municipalities) along the Grand Canal to jointly organize activities. This "provincial coordination, local implementation" model was adopted to ensure synergy.

模式的可复制性与推广价值
Replicability and Promotion Value of the Model

馆际协作模式形成了可复制、可推广的活动框架。各地图书馆可根据自身实际情况，借鉴该模式开展类似的阅读推广活动，促进区域文化交流与合作。

The inter-library collaboration model established a replicable and scalable framework for activities. Libraries in different regions can adapt this model to carry out similar reading promotion initiatives based on their specific conditions, thereby fostering regional cultural exchange and cooperation.

从"单点发力"到"全域共振"
From "Individual Efforts" to "Regional Resonance"

整合多方资源，实现了从"单点发力"到"全域共振"的升级。各图书馆相互配合、优势互补，共同推动阅读推广活动在更大范围内产生影响。

By integrating resources from multiple parties, the initiative evolved from "individual efforts" to "regional resonance." Libraries collaborated and complemented each other's strengths, collectively amplifying the impact of reading promotion activities on a broader scale.

依托媒体赋能，提升文化传播效能
Leveraging Media Empowerment to Enhance Cultural Outreach Efficacy

01

全媒体传播打破时空边界 Omni-media Communication Transcends Spatial and Temporal Boundaries

与《现代快报》合作打造"云走读"全媒体体系，通过直播互动、实时推流、专题报道等形式，打破公共文化服务的时空限制。
Through the collaboration with *Modern Express* in building the "Cloud Reading Tour" omni-media system, live interactions, real-time streaming, and special feature reports have broken the spatiotemporal constraints of public cultural services.

02

"线下深体验"与"线上广覆盖"双向增益
Dual Enhancement of "In-depth Offline Experiences" and "Extensive Online Reach"

线下通过特色走读活动，让读者获得深度的文化体验；线上利用全媒体传播，扩大活动的覆盖面和影响力。
Offline activities featuring immersive tours provide readers with profound cultural experiences, while online omni-media dissemination expands the coverage and impact of these initiatives.

03

多层次传播提升文化服务普惠性 Multi-tiered Communication Enhances the Inclusivity of Cultural Services

全媒体的多层次传播方式，使优质文化服务触达更广泛群体。以"一展多点"模式持续放大影响力，让更多人能够享受到文化服务带来的益处。
The multi-layered approach of omni-media communication enables high-quality cultural services to reach broader audiences. The "one-theme, multi-venue" model further amplifies influence, allowing more people to benefit from accessible cultural services.

04

未来展望：打造链接历史与未来的
文化桥梁
Future Vision:
building a cultural bridge linking the past
and the future

01 知识收藏者
The Knowledge Collector

图书馆是知识的宝库，它系统地收集、整理和保存各类文献资源，成为文化传承的重要基石。

Libraries are treasuries of knowledge, systematically collecting, organizing, and preserving diverse documentary resources, serving as a vital foundation for cultural heritage.

02 文化传播者
The Cultural Disseminator

图书馆承担着文化传播的使命。成为连接历史与未来、书籍与生活的文化桥梁。

Libraries undertake the mission of cultural dissemination, acting as a cultural bridge that connects history and the future, books and life.

03 创新推动者
The Innovation Catalyst

图书馆不断探索创新路径，推动文化的发展。为文化传播带来新活力，为文化高质量发展贡献力量。

Libraries continuously explore innovative pathways to advance cultural development, injecting new vitality into cultural communication and contributing to high-quality cultural progress.

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Welcome friends from the Hungarian library community to Nanjing!