



1. Formar globalmente a capacidade de leitura dos alunos

Para gozar o prazer de leitura, em primeiro lugar, deve ter a capacidade de leitura. Há várias maneiras para fazer leitura, qual é a maneira para utilizar, é necessário escolher através de orientação e tentativa. Se os alunos, desde infância, podem ter orientação para utilizar flexivelmente diversas técnicas e métodos de leitura, é certo que eles conseguem obter a felicidade de leitura. Por outro lado, as escolas também devem estimular os alunos para ler outros livros além de compêndios com vista a formar interesse de leitura individual.

2. Melhorar a capacidade de orientação para leitura do dirigente de encontro de leitura

Formar a capacidade de orientação para leitura do dirigente de encontro de leitura, assim ele pode identificar o nível de leitura dos participantes do encontro de leitura, dar orientação e apoio necessário, os participantes conseguem aperfeiçoar a sua capacidade de leitura, obtendo confiança e prazer na leitura, formando hábito e atitude de gostar de ler.

3. Criar ambiente de leitura em casa

Casa é o melhor ambiente para fazer leitura. Os alunos, depois da escola e os trabalhadores, depois de serviço, podem continuar a ler em casa, gozar o prazer de leitura. É melhor criar um cantinho para cada membro da família para fazer leitura e também design um ambiente, espaço para toda a família ler juntamente.

4. Mobilizar associações civis para participar nas actividades de leitura

A fim de aumentar globalmente a atmosfera de leitura, é necessário a participação

das associações civis. Promover activamente encontro de leitura das associações, iniciar pelo governo através de diversos prémios ou concursos, assim, o movimento de leitura pode produzir efeito positivo.

5. O governo fomentar a atmosfera de aprendizagem

No decurso para uma sociedade de aprendizagem vitalícia, o governo tem a função de orientação activa, não pode meramente gritar slogan, afixar palavra de ordem, deve pôr em prática acções em todas as camadas da sociedade, desenvolver influência positiva. O governo da RAEM deve aproveitar recursos administrativos para apresentar o seu desejo de iniciar todo o povo ler. Por isso, distribuir fundos e designar pessoal são assuntos que o governo deve considerar com atenção. O trabalho seguinte é legislar, por exemplo, definir ou não regras, leis ou maneiras de premiar para promover a leitura, a fim de garantir a aplicação contínua desta política.

Na época de economia com base no conhecimento, todo o povo ler é o instrumento eficaz para viver, concorrer e desenvolver. Investir na leitura não é só investir na informação, é também investir na economia e ainda investir no futuro. Olhar para o novo século, Macau não carece de fundos para investir no conhecimento; para a subsistência e desenvolvimento de Macau, temos de promover todo o povo ler, melhorar a competitividade de conhecimento.

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03

The Vision and Way of Promoting Reading in Macao

In the book <Perception on Reading> the Sung Scholar Zhu Xi said, "The shadow of moonlight and clouds are moving around in the half acreage of pond. Why is the water so clear? It is because there is fresh water running from the source of stream!" Reading is the fresh water of knowledge. All-people reading is the important channel to life-long learning society and is a weapon to enhance the competitiveness of the country. It needs the concerns of whole society and great attention from all people.

Generally, people believe that the inspiration of reading ability comes from family; cultivation of reading ability and habits come from all classes in school; learning atmosphere is driven by reading arrangement team of society and reading club; reading and learning environment are built by job market and enterprise entities and enhancements of reading custom come from the whole society.

Hence, reading is a kind of motivation, ability, habit and custom. It is not only the responsibility of individual but the responsibility of society as well. Therefore the comprehensive way for motivating reading by all people are: first we have to stimulate the reading motivation of individual; to cultivate the reading ability of the folks; to build up the reading habits of people and to mold a learning custom in the whole society. In this way, we can develop the spirit of wisdom for society as a whole.

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Putting in resources and cultivating qualified teachers

To build up all-people reading social environment is to build Macao into a learning oriented model city allowing reading custom to fill in the air of Macao and that is the real vision of motivating all-people reading. In recent years, Macao Government has put in large amount of resources to aim at the motivation of reading. The government not only sets up public libraries at different regions, but also supports the non-governmental association and organizations to develop reading rooms in the form of subsidization. Besides that, the Government leads the cooperation of social services organization and association by providing piles of books and in the meantime providing professional opinion. It deepens and satisfies the needs of librarian services in the community rapidly. Thus it allows residents in the community to use the librarian services and enjoy the fun of reading.

Besides to equip with hardware, the cultivation of reading teachers is also the essential work in recent years. The Education and Youth Affairs Bureau arranges reading promotion staff in almost all classes of the schools and the work of cultivation was borne by University of Macao. The Educational Activity Centre in Taipa has cultivated leaders for reading association for several periods. These leaders promote reading in all classes of schools whilst the volunteers from parents after being trained by leaders of reading clubs, are promoting children reading and working as reading counselors in the centre. The libraries of Civic and Municipal Affairs Cultural Affairs Bureau also cultivate leaders of reading clubs and motivate reading association aggressively. It makes Macao a 24 hours city and 24 hours continuing reading city as well.

To cultivate reading ability and to enjoy the fun of reading

The ancient man said, "In our books, we can find golden houses and beautiful ladies." But not everyone can find the right way of reading and enjoy the fun of reading. Among all, the most important key is the cultivation of reading ability. Only after you possess the ability of reading can you enjoy the fun of reading and build up the custom of all-people learning. Therefore cultivation of reading ability is the fundamental building block for motivating all-people reading.

In order to motivate the reading campaign in Macao and enhance the competitiveness in knowledge, there is a need to link up the power of all people for building a reading vision; planning a reading implementation strategy; studying motivation with details, as a result to build up a social environment for all-people reading. Therefore I suggest the following reading strategies to motivate social reading:

1.To cultivate the reading ability of student comprehensively

If we wish to enjoy the fun of reading, firstly we need to possess reading ability. Reading has many ways. We need guidance and trial to select the ways of reading. If we guide the students when they are very young how to use different ways of reading skill and method, they will acquire the fun of reading definitely. Furthermore, schools should encourage students to read different kinds of books other than school textbooks in order to cultivate the individual reading interest.

2.To enhance the reading and guiding abilities of leaders of reading club

To cultivate the reading and guiding abilities of leader of reading association allows them to distinguish the different reading levels of members in reading club. This enables them to provide

necessary guidance and assistance in helping the members to improve perfectly in reading ability. In this way, the members will acquire confidence and fun in reading, and develop the habits and attitude to read with fondness.

3.To carry on planning and design of environment for home reading

The best environment for reading is at home where the students and people can enjoy the fun of reading after school and work. At home, I suggest that there is a reading corner for each family member and a space for family members reading together.

4.To mobilize the folks and associations to participate in reading

In order to achieve and enhance the reading custom comprehensively, we must start from associations and departments and motivate reading clubs aggressively. The government needs to provide different kinds of rewards and competition for motivation. In this way we can develop the reading campaign with aggressive effect.

5.Governmental department to initiate learning custom

In the process of stepping forward for a life-long learning, the Government has an aggressive leading function. Shouting with slogan or pasting posters is not enough. Implementation must be done in all levels of the living society in order to produce aggressive effect. The Macao Special Administration Region must use administrative resources to develop and drive the reading intention of all people. Therefore the two things that the governmental departments need to consider seriously are the allocation and transfer of fund and arrangement of people: in making law, is there a need to consider the planning of regulations, rules and incentive programs for reading motivation, so as to guarantee the continual carrying out of the policy.

In the era of knowledge-based economy, all-people reading is the weapon of living, competition and development. To invest in reading, we are investing not only in knowledge, but also in economy and our future as well. Looking forward to the new century, Macao does not lack the capital for investment in knowledge. But for Macao's subsistence and development, we must motivate all-people reading in order to enhance the ability of knowledge competition.

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