

澳大圖書館館訊是一個館員與讀者雙向溝通的園地，希望透過此溝通管道，能讓讀者瞭解圖書館多一點；亦希望透過此刊物，將圖書館的最新消息傳播開來。我們期待廣大讀者參與圖書館舉辦的各項活動，從而增加對圖書館服務的了解，同時對圖書館工作提出寶貴的意見。

The UM Library Newsletter is a garden where the librarians and the readers communicate with each other. It is hoped that through this communication channel, all readers can learn more about the library, which disseminates its news in this publication. By participating in a variety of activities organized by the Library, we expect that library readers will gain more knowledge of library services and meanwhile provide us with valuable insights on future library services.

活動概覽 Activity Highlights



澳大首批學者專頁上線 The Launch of Scholar's Pages of the UM Library

日期 Date: 1 / 11 / 2018

學者庫網址

Scholar page URL:

<http://repository.umac.mo/>

首批學者專頁已於2018年11月1日正式上線，使用者可通過查閱該庫了解澳大學者的學術情況。預計整個“澳大學者庫”將於2019年底完成，屆時將全面呈現澳大的科研成果及影響力。

The first batch of scholar's pages was launched on November 1, 2018. The *Scholar Page* aims to reveal the university's scientific research and its influence dynamically and comprehensively. Through cluster analysis of scientific research results and cooperation network, the scholar's academic achievement can be statistically visualized. The construction of UM scholar's pages is expected to be completed by the end of 2019.



“品書知日本”頒獎禮 Award Ceremony of “品書 知日本” in University of Macau Library

日期 Date: 15 / 1 / 2019

地點 Venue:

二樓B區

2/F Zone B

“品書知日本”2018徵文大獎賽的所有賽事已完滿結束。為了感謝同學們的參與並作為鼓勵，我們已於2019年1月15日下午2:30 - 3:00在澳大圖書館閱讀花園舉辦“品書知日本”2018徵文大獎賽(澳門區)之頒獎典禮，頒發一等獎、二等獎及優良獎數名。

“品書知日本”2018 Writing Competition has been successfully concluded. 13 winners have been picked. The award ceremony has been held at “reading garden” on 15/1/2019, at 2:30-3:00 pm.



澳門大學李憑教授新書發佈會 Boya book launch (Author: Prof. Li Ping)

日期 Date: 22 / 1 / 2019

地點 Venue:

大學展館 Library Gallery

是次新書發佈會作品為澳門大學榮休教授、澳門研究中心顧問編輯李憑於2018年11月出版的三本新書《北朝論稿》、《中國歷史文論選讀》與《中國歷史文獻選讀》。

Li Ping is a professor emeritus of UM and the consulting editor in Centre for Macau Studies. This is a Boya book launch for his three works, entitled “北朝論稿”, “中國歷史文論選讀” and “中國歷史文獻選讀”, which were just published in Nov 2018.



《唇》博雅新書發佈 (作者: 邢悅) “唇” Boya Book Launch (Author: 邢悅)

日期 Date: 23 / 1 / 2019

時間 Time: 15:00 - 16:15

地點 Venue:

澳門文化廣場(澳大分店)
Plaza Cultural Macau (UM Branch)

莫義世，筆名邢悅，文藝學碩士，澳門大學校友。2002年與友人創立澳門首個網絡詩社「別有天詩社」，現任詩社理事長。本書是邢悅的第五本詩集。

邢悅 is the pen name of 莫義世 who has a Master of Literary degree and is also an alumnus of UM. He founded the first Macau network poetry association, called *Macau Outersky*. The work “唇” is his fifth poetry anthology.

博雅講座 Boya Talks

博雅講座—從澳門開始：中國與葡語國家文化交流的前景與挑戰

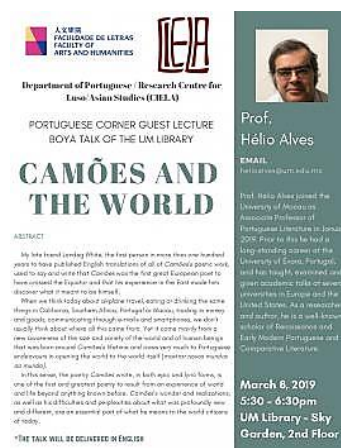
Boya Lecture -- Starting from Macau: Prospects and Challenges of Cultural Exchange between China and Portuguese-speaking Countries



講者：姚京明教授 (澳大葡文系主任)
Speaker: Prof. Jing Ming Yao (Head of Department of Portuguese)
日期 Date: 22 / 11 / 2018
時間 Time: 15:30 - 16:30
地點 Venue: 演講廳 Auditorium

人文學院葡文系葡亞研究中心講座：澳大圖書館葡文天地博雅講座：賈梅士與世界

FAH-DPORT-CIELA: Portuguese Corner Guest Lecture, Boya Talk of the UM library: Camões and the world



講者：Hélio Alves 教授
Speaker: Prof. Hélio Alves
日期 Date: 8 / 3 / 2019
時間 Time: 17:30 - 18:30
地點 Venue: 二樓空中花園 Sky Garden, 2nd Floor

展覽巡禮 Exhibition Highlights

"漢字之美"進澳大展覽

"The Beauty of Chinese Characters" Exhibition



日期 Date: 13 / 12 - 17 / 12

時間 Time: 10:00 - 17:00

地點 Venue: 圖書館展覽廳 Exhibition Hall of the UM Wu Yee Sun Library

“「漢字之美」進澳大”——全球青年設計大賽獲獎作品粵港澳大灣區巡展是由澳門大學與北京師範大學聯合主辦，承辦機構包括：北京師範大學粵港澳大灣區文化創新與傳播研究中心、澳大圖書館、澳大中國歷史文化研究中心及澳大研究生會。

“The Beauty of Chinese Characters” -- Global Youth Design Contest Across the Guangdong-Hong Kong-Macau Greater Bay Area. This exhibition is hosted by the University of Macau and Beijing Normal University, and organized by the Research Center for Culture Innovation and Communication in the Guangdong-Hong Kong-Macau Greater Bay Area of Beijing Normal University, UM Library, Centre for Chinese History and Culture of UM, and UM Postgraduate Association.

專題館藏介紹 Collection Highlights

葡文天地 Portuguese Corner



時間 Time : 08:00 - 24:00
地點 Venue : 二樓C區 2/F Zone C

“葡文天地”是由澳門大學伍宜孫圖書館與人文學院葡文系合作，設在澳大圖書館二樓，除提供有關葡萄牙文化的資訊外，還會定期組織講座和展覽活動；同時設有專用視聽室和研討室，致力為葡語學習、教學及研究提供一個共享空間，支持“培養中葡雙語人才聯盟”推進中葡雙語人才培養基地的構建工作，使得資源發揮更大效益。

The Portuguese Corner is located on the second floor of the UM library. In addition to providing information about Portuguese culture, the corner will host talks and exhibitions on a regular basis. There is also an audiovisual room and a study room that serves as a learning commons for Portuguese studies, teaching, and research, and supports the work of an alliance dedicated to the training of bilingual language professionals.

澳門坊 Macau Corner



時間 Time : 08:00 - 24:00
地點 Venue : 一樓B區 1/F Zone B

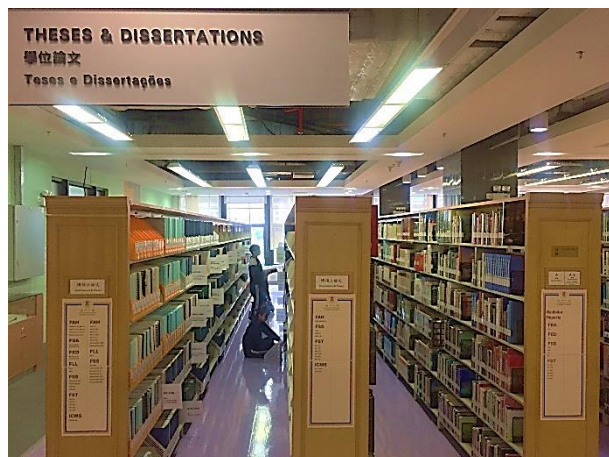
本館有見於讀者對澳門研究資料之迫切需求，於1999年9月設立了“澳門資料室”（遷至現館後改名“澳門坊”），全力推動“澳門學”的發展，現改名為澳門坊，位於圖書館一樓B區。其收錄了澳門本地出版品，作者為澳門人之著作，或是內容提及澳門的論著、專書、場刊、小冊子、校刊、社團特刊、會議錄、澳門大學出版品等資料。

The Macau Collection is continuously being developed aiming at providing relevant materials in a variety of formats useful for researchers and scholars who are interested in studying Macau. The collection is located 1/F Zone B. The collection consists of: books from or related to Macau, periodicals published in Macau, special issues from Macau organizations, commercial firms and schools, exhibition catalogs and activity/conference programs of Macau, pamphlets and leaflets issued in Macau.



專題館藏介紹 Collection Highlights

學位論文 Dissertations and Theses Collection

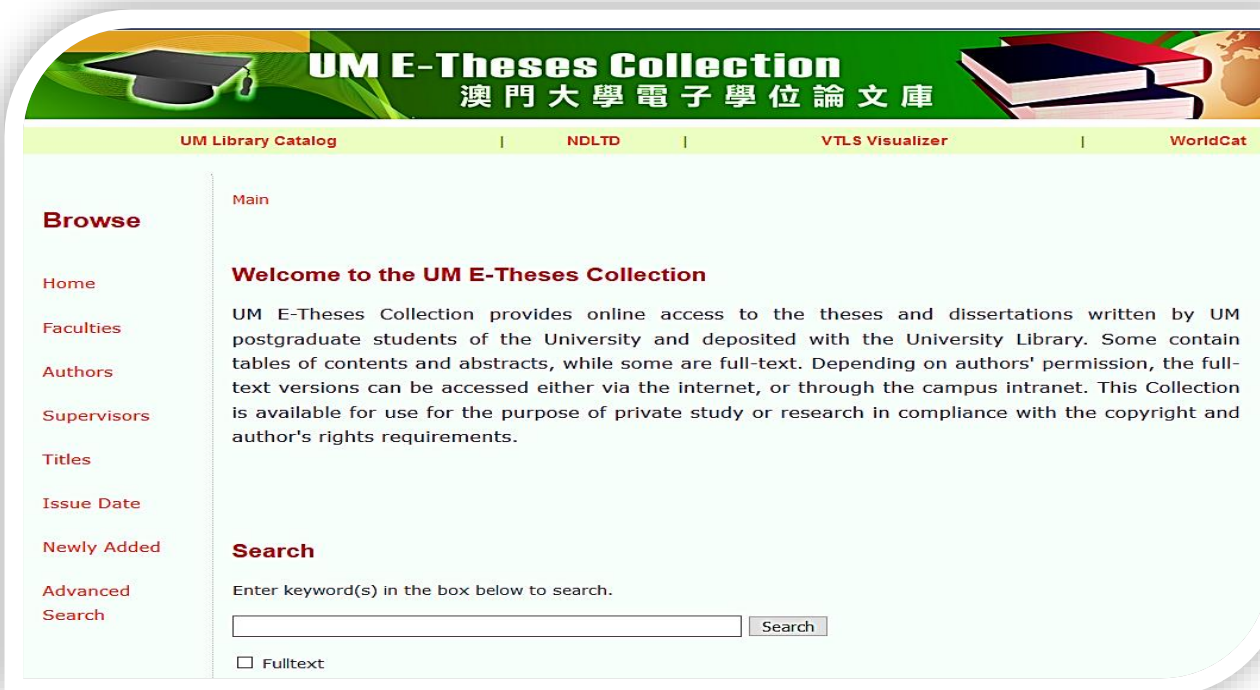


時間 Time : 08:00 - 24:00
地點 Venue : 一樓C區 1/F Zone C

館藏涵蓋各學院的學位論文和報告，其中“澳門大學電子學位論文庫”(即澳大博碩士學位論文庫)及學士學位論文列表均可於 UM Digital Library Portal (<http://libdigital.umac.mo/was5/digital/index.jsp>) 中查找。

Printed version of all dissertations, theses and bachelor reports from UM academic units are held for this collection. The *UM E-Theses Collection* for Master/PhD theses and the *List of UM Undergraduate Students Report* are available in *UM Digital Library Portal* (<http://libdigital.umac.mo/was5/digital/index.jsp>).

澳門大學電子學位論文庫 UM E-Theses Collection



網址 URL : http://libdigital.umac.mo/was5/um_theses/main.jsp

“澳門大學電子學位論文庫”收錄了各學院學生提交的電子版博碩士學位論文。而“博/碩士學位論文提交表及提交程序指引”已於2019年1月正式發佈，詳情可於圖書館主頁“表格”中查閱。

‘UM E-Theses Collection’ covers all UM Master/PhD e-theses provided by the students. An official document on “[Master/PhD Thesis Submission Form and Student Guidelines](#)” has been launched in 2019 Jan. It is easy to find it through UM Library homepage under *FORMS*.

專題訪談 Feature Interview

澳門文化廣場與澳門大學的合作點滴——陳雨潤先生專訪

Cooperation among Plaza Cultural Macau and University of Macau – Interview with Mr. Chan U Ion

今期人物專訪，很高興與澳門文化廣場總經理陳雨潤先生做訪問，讓我們了解文化廣場到我們澳大新校園開設分店的點滴。

We are excited to have Mr. Chan U Ion, the General Manager of the Plaza Cultural Macau, Ltd., as the guest of our Featured Interview. Our readers will get to know the story of opening a branch of the Plaza Cultural Macau, Ltd. at the University of Macau.

開店原因

The reasons for opening the branch

據陳先生講述，當初來澳大開分店的理念，可追溯到由他入行講起。他入行之時與行內前輩交流，發現大家都有一個共識，就是營運一間書店，尤其在大學開店更是大家所嚮往的。大學聚集了最新的資訊和研究成果，同時也是人才培育基地，如果能在大學裡順利營運，就能證明這一書店具有一定實力；同時陳先生認為將文化廣場的出版品推廣到校園，是一件特別有意義的事情。

According to Mr. Chan, the idea of opening up a branch at the University of Macau can be traced back to the beginning of his career. When he was still a rookie, through consulting and sharing ideas with his mentors, he already learned that there was a consensus in the industry. That is, opening branches at universities are also their aspirations. It is because universities do not only aggregate the latest information and research achievements, but are also cradles of talents. It is a proof of strength if a bookstore can run a branch well in a university. Mr. Chan believes that it is quite a meaningful thing if their publications can be promoted to the campus as well.

經營挑戰

The challenges of running the branch

據陳先生透露，在市區和在大學經營書店的最大分別是，在大學經營除了須提供教科書之外亦須提供參考書，這是師生們的教學重要資料，但這點對於一所傳統書店來說是比較困難的，因為大學參考書的價格一般比較昂貴，但同時又是師生們可買可不買的書，為此作為書店，如何取得一個平衡點，既能在運營成本上可以負擔，又能滿足大學師生們的需要，這是最大的挑戰。

According to Mr. Chan, the biggest difference between running a bookstore inside and outside a university is that the former has to provide not only textbooks but also reading materials, which are important in teaching and learning. However, it is difficult for a conventional bookstore to meet this because university-level reading materials are expensive and not a must-buy item for teachers and students. This is a big challenge for us.



吸引讀者方式

The ways of attracting readers

至於如何吸引讀者方面，陳先生認為不同時期有不同的策略。以往只需在媒體上刊登廣告、推介或優惠，就可以吸引讀者進店，但到近期，尤其是進入了網絡世代，要吸引讀者，就要在他們日常使用的網絡平台上宣傳，如 Facebook，和各類型的新媒體，這方面文化廣場現階段還在摸索中。但無論前路有多難，他都會作一些新嘗試，同時也會參考國內、外書店的做法，放於澳門的運作上。

As for how to attract readers, Mr. Chan believes that there are different strategies in different periods of time. In the past, advertisements, promotions or special offers in print media were already enough to attract readers to come into a store. However, once we stepped into the era of Internet, we have to count on promotion through online platforms such as Facebook and other sorts of new media that is a major part of our modern daily lives. In this regard, the Plaza Cultural Macau is still exploring. No matter what difficulties lie ahead, he will always make new attempts and take reference from domestic and foreign bookstores in order to improve the operation in Macau.

讀者的態度

Reader's attitude

陳先生透露，在他以往與師生讀者們接觸，強烈感受到他們對新出版品及新資訊的渴求，但基於書店的條件所限，到目前為止，書店所提供的與師生所要求的有一點落差，因師生所要求的是到書速度要快、新書量要多，在這方面，書店會盡量配合；但因澳門的特殊原因，書店要將新書退回出版社時運費比較昂貴，甚至有些書不讓退回，這給書店在營運上增添了不少困難；同時他認為現時書店的人流比較少，尤其本地生，進書店看書的時間比較少，這對於他們的經營也造成一定困難。

Mr. Chan felt strongly about the eagerness of teachers and students for new publications and information. However, due to the limited resources of the bookstore, such supply has not yet met their demand. The bookstore will try its best to keep up with the demand in terms of the delivery speed and the quantity of new books. In Macau, there are special reasons that lead to high shipping rate of new books returning. Some books are even not eligible to return. He also thinks that the bookstore visitors are comparatively few. Macau local students visit the bookstores not so frequently. All these facts brings difficulty to the business.



應對大數據時代的經營策略

Specific operating strategies coping with the era of big data

接下來談到現今應對網絡大數據時代的具體策略，陳先生表示將基於兩大方向去發展：1. 現在很多行業考慮跨行業狀態，而文化廣場也希望從這方向提供既多元化又具品質的服務。早前已嘗試加入餐飲服務，而該服務品質也將不斷根據實況調整和提高；另外，近年也於澳大分店引入單車借用，以此吸引廣大市民進店和澳大圖書館，並借此將環保、親近大自然的理念融入，更期望能與親子閱讀推廣相輔相承；2. 籌劃加入網絡銷售平台，期望於不久將來把澳門尤為優秀的作品推到網上，融入國際。

In considering the specific strategies for the book stores in dealing with the era of big data, Mr. Chan mentioned that they have been developing two directions: 1. Many industries nowadays consider about cross-industry status. The bookstore also expects to follow this direction and to provide more diversified services with high qualities. Recently, catering was added into service and its quality will keep improving and changing accordingly. In the recent years, bicycle borrowing at the UM store has also been introduced in order to attract people to come to the store as well as to the UM library. This service integrates not only the concept of environmental protection and closeness to nature, but also complements the parent-child reading promotion. 2. He plan to join the online sales platform. He expects to bring Macau's excellent publications onto the Internet in the near future and to integrate into the world.



在澳大經營的苦與樂

Sweetness and bitterness through out the operations at UM

接下來陳先生分享了在澳大經營的苦與樂，樂在於澳大環境清幽，處處散發著青春氣息，加上人文氛圍濃厚，來澳大開店確實使人精神抖擻，身心舒暢呢！而且在澳大開店實屬文化廣場擴展業務的里程碑，在校園裡可以實踐各項創新的經營理念，搜集數據，積累經驗，並培養多元人才，可為日後總體業務的再發展打下不可或缺的基礎，此等也是可喜之事。而苦處是在於要承受預期中的虧本經營風險的同時，澳大的一些行政程序也使經營增加了難度。

Mr. Chan also shared with us his joyful things as well as the painful experiences of running the business at UM. He feels extremely happy as the UM environment is absolutely a green and quiet place where exudes youthfulness all the time and strong humanistic atmosphere everywhere. Working on the UM campus really makes people feel refreshed and relaxed. Besides, the opening of the store at UM is the milestone of the expansion of the company. It can practise various innovative business ideas, collect data, accumulate experiences and cultivate diverse talents. All these will be indispensable for the further development of the overall business in the coming years. For the bitterness, besides bearing the expected risk of deficit, he recalled that some UM administrative procedures have made the operation more difficult.



與澳大合作的展望

Expectations on the cooperation in future

最後談到對澳大分店將來的經營展望，陳先生表示希望得到澳門大學更大力度的支持，以加強與圖書館更緊密的合作。他興奮地提到 2018 年 12 月已開展與澳大圖書館合作的“閱讀花園”空間，這正是一個嶄新的合作開端，他期望日後能嘗試更多的創新合作項目，如合作篩選優質的二手書重新包裝銷售，他表示這都是國內外值得參考的成功合作經驗。

Last but not least, when talking about the expectations of the future operation of the UM branch, Mr. Chan hoped that they could get more support from UM in order to strengthen the cooperation with the UM library. He was also excited to emphasize that the space “Reading Garden” co-organized with UM library started from Dec 2018 was absolutely a brand new beginning on cooperation. He wished to have more innovative cooperation projects in the future, such as to screen high-quality second-hand books for repackaging and selling. He indicated that this successful collaborative case was worth reference.





活動總表 Event Summary

日期 Date	時間 Time	活動 Event	地點 Venue
08 / 11 / 18	11:00 - 16:00	圖書館工作坊 Learn How to Use Oxford English Dictionary Online	書目指導室 BI Room (G019)
08 / 11 / 18 - 05 / 12 / 18	15:00 - 16:15	蔡傳興書法作品及書畫藏品展 Choi Chun Heng Calligraphy and Art Collection Exhibition	大學展館 University Gallery
09 / 11 / 18	15:30 - 16:30	“生・趣 -- 丁衍庸書畫印作品展”開幕儀式及主題講座 Opening Ceremony of “生・趣 -- 丁衍庸書畫印作品展”及主題講座	展覽廳 Exhibition Hall
10 / 11 / 18 - 19 / 11 / 18	10:00 - 17:00	“生・趣 -- 丁衍庸書畫印作品展” Exhibition -- “生・趣 -- 丁衍庸書畫印作品展”	展覽廳 Exhibition Hall
15 / 11 / 18	11:00 - 12:00	圖書館工作坊 Brief overview of Plagiarism Prevention Tools	書目指導室 BI Room (G019)
22 / 11 / 18	15:00 - 16:00	圖書館工作坊 Research with web-based tools in UM Library	書目指導室 BI Room (G019)
22 / 11 / 18	15:30 - 16:30	“博雅講座” — 從澳門開始：中國與葡語國家文化交流的前景與挑戰 “Boya Lecture” -- Starting from Macau: Prospects and Challenges of Cultural Exchange between China and Portuguese-speaking	大學展館演講廳 Auditorium, University Gallery
26 / 11 / 18	15:00 - 16:00	“博雅講座” — 澳門研究：我如何用昆蟲來連結周邊的人？ “Boya Lecture” -- Macau Study: How do I use insects to connect people around me?	大學展館演講廳 Auditorium, University Gallery
03 / 12 / 18	09:30 - 17:40	韌性城市的建立：基建、城市與法律學術研討會 Conference on “The Establishment of a Resilient City: Infrastructure, Urban Planning and Law”	大學展館演講廳 Auditorium, University Gallery
13 / 12 / 18	15:45 - 16:00	「漢字之美」進澳大展覽開幕式 Opening Ceremony of the Exhibition on The Beauty of Chinese Characters	展覽廳 Exhibition Hall
13 / 12 / 18	16:30 - 18:00	“中國歷史文化大講壇系列”「漢字之美--中文的鄉土」主題講座 Lecture Series on Chinese History and Culture: The Beauty of Chinese Characters - The Roots of Chinese Characters	大學展館演講廳 Auditorium, University Gallery
14 / 12 / 18	15:00 - 15:30	圖書館活動：“閱讀花園”開幕 Library Activity -- The Opening Ceremony of "Reading Garden"	正門(水池傍) Pool side of the main entrance
18 / 12 / 18	16:00	圖書館講座 -- 潘華棟博士 Talk on “1 Profession、2 Cities、3 Universities、4 Principles、50 Years of service: Dream (Still) Unfulfilled” by Dr Paul W.T. Poon	大學展館演講廳 Auditorium, University Gallery
16 / 01 / 19 - 22 / 01 / 19	10:00 - 17:30	澳門大學孔子學院書畫展：筆墨下的中葡文化視域交融 CIUM Art Exhibition: The Fusion of the Chinese and Portuguese Cultural Horizons in the Painting (cont)	展覽廳 Exhibition Hall
22 / 01 / 19	10:00	圖書館活動 -- 博雅新書發佈 (作者：李憑) Library Activity -- Boya Book Launch (Author: 李憑)	大學展館演講廳 Auditorium, University Gallery
23 / 01 / 19	15:00 - 16:15	圖書館活動 -- 《唇》博雅新書發佈 (作者：邢悅) Library Activity -- 《唇》 Boya Book Launch (Author: 邢悅)	澳門文化廣場(澳大店) Plaza Cultural Macau (UM Branch)



2018 外借紙本圖書主題排行榜 (前五大類)

Printed Book Loans by Subject 2018 (TOP 5)

主題 Subject & 外借量 Loan Amount

P -- 語言文學類

LANGUAGE AND LITERATURE 14278

D -- 世界史類

WORLD HISTORY 3939

HA-HJ -- 統計, 經濟, 商貿類

STATISTICS, ECONOMIC, COMMERCE 3816

B -- 哲學, 心理學, 宗教類

PHILOSOPHY, PSYCHOLOGY, RELIGION 3330

H, HM-HX -- 一般社會科學, 社會學類

SOCIAL SCIENCES (GENERAL), SOCIOLOGY 2170

2018 數據庫使用排行榜 TOP15

Database Usage 2018 TOP 15

數據庫名稱 Database Name

搜尋量 Total of searches

ProQuest Central	423054
中國優秀碩士學位論文全文數據庫 (China Master Theses Full-text Database)	308505
中國博士學位論文全文數據庫 (China Doctor Dissertations Full-text Database)	307150
中國重要會議論文全文資料庫 (China Proceedings of Conference Full-text Database)	237833
中國重要報紙全文資料庫 (China Core Newspapers Full-text Database)	234001
中國期刊全文數據庫 (China Academic Journals Full-text Database)	218539
慧科 (Wisers Information Portal)	211138
讀秀中文學術搜索 (Duxiu)	191618
Sciences Citation Index Expanded (SCI-Expanded)	111527
Social Sciences Citation Index (SSCI)	110673
Arts & Humanities Citation Index (AHCI)	107620
Emerging Sources Citation Index (ESCI)	103772
Conference Proceedings Citation Index- Science (CPCI-S)	103164
Book Citation Index- Science (BKCI-S)	103052
Conference Proceedings Citation Index- Social Science & Humanities (CPCI-SSH)	102670

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(Designed by staff **IRENE TAO** and her friends)



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