

Role of Communication in Library Management

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Abstract :

The purpose of the paper is to find out the importance and problems related to Effective Communication in Library Management. In modern scenario, environment of library has changed and there is utmost need to be acquainted with different communication skills. The paper stresses on effective communication among Library professionals. The paper also provides solutions and recommendations to improve effective communication skills.

Keywords : Communication Skills, Information Communication Technology, Library Management.

Introduction :

In modern era, Library Science needs a particular management process. Effective communication plays vital a role in planning, organizing, leadership, controlling and management of library services. Library professionals have responsibility to deliver online information along with traditional library services. Librarians have to satisfy their users' expectations. So, librarians should be competent enough in communication skills. A librarian needs to have all the technical skills such as networking, tele-communication media, creating online database, designing of websites, internet surfing and computer operating. But if he/she doesn't have effective communication then technical skills don't have great effect and are of no use.

Communication is defined as the exchange of message or information between people through symbols, emotions, thoughts and knowledge (Yilmaz, 2003).

To fulfill certain goals of any institution, the effective communication network affects all the planning and management procedure. Traditionally, Librarians were responsible to fulfill organizational goals and protection in a standard library of printed words to the users. But in 1990, quickly the concept was spread to "Service Oriented" approach.

Communication should not be effective only with users but also with publishers, customers, vendors and management (Ghante, 2011, 189P). A Librarian should be competent to communicate formally or informally with other university professionals also. In Academic Library, **Formal Communication** takes place when students, librarians, staff, research scholars and teachers communicate to seek their desired goals. **Informal Communication** takes place when other users like retired persons communicate with librarian to use library resources, books or material to seek desired information.

Role of Communication in Library Management:-

Effective Communication helps in effective management of library. It provides open environment and co-operation among library users, employers and librarian human groups.

Communication is a part and parcel of day-to-day life. Effective Communication plays important role in personal as well as professional life. The main reason of any misunderstanding is inability to speak or listen effectively. In the administrative hierarchy, communication facilitates the achievement of goals. Communication plays a vital role in

workload distribution, good direction, to guide the users about different section of books, magazines rules, policies, and rules of returning and borrowing books.

Role of Communication within Library Staff

Effective Communication between library staff is a key to library management. Communication process should be followed successfully in 'Upward' as well as 'Downward' direction. In other words, whole library staff should be aware about all the policies of library management, Regular meeting of library staff is needed to discuss about new policies, rules, regulation, their implementation and purchase of books for different departments and reference books. Sometimes the whole library staff can't be present in all meetings, so effective communication plays an important role to discuss over purpose of meetings. Sometimes meetings take place between higher authorities, so it is the sole duty of higher authority to communicate with junior staff in an effective way for better management.

Role of Communication between Library staff and Users :

Exchange of information is needed when users demand desired information to seek his/her goals. In a library a Reference Librarian satisfies the queries of users when they need and feeds the information seeker with the desired material to work with (Abraham, 2010, 3P). So, good communication plays a vital role in exchange of information. A Librarian should be competent enough to make aware about the changed policies, rules, publicized material and library services to the users through effective communication.

Sometimes some students are not able to do effective communication due to their hesitation. So, a suggestion box must be kept in library to collect useful information regarding

library services and make the library a better source of information seeking.

Problems Faced by Users and Library Staff:-

- Some users are not aware of various sections of library and to locate the relevant material or desired information.
- Some users are not able to keep their queries in front of librarian or library staff and they are not able to get desired information.
- Some users don't understand the need to interact with library staff.
- In many libraries, library staff don't have knowledge of internet surfing and knowledge regarding computer operating, so that staff and users may be aware about library procedures.

Recommendations and Solutions:-

- Librarian should have multidimensional aptitude in the area of technical work, Administrative work and in providing services with effective communication (Mazumdar, 2007, 425P)
- Librarians should have Leadership skill to handle staff and users.
- Librarians should have better command on language either English or Hindi to communicate effectively with users.
- Sometimes direct communication is not possible with higher authorities and users, so librarians should have ability to write effectively and clearly.
- Librarians should have good listening skills so that users could be satisfy as per their demands.
- To deal with management, users, colleagues and staff in right manner, a librarian should have inter-personal skills.

- Librarians should maintain better public relation which indirectly helps users to receive better services from library.
- Librarians should be technically sound to provide services to customers/users through CAS, SDI and other specialized services with effective communication skills.
- Librarians should have better presentation skills to present policies, services, requirement, facilities in library meetings. Effective presentation skills helps in guiding users and decoration of library ambience.
- Librarians should have better managerial skills to carried out library functions. Librarians should have proper planning, time management skills, decision making, motivational attitude for handling different sections like finance and human resources etc.
- Librarians should have better understanding about e-resources, digital library, software skills, using Internet and compouter communication networks, knowledge of database, bibliographic services and selective useful information.

Conclusion :-

Traditional way of Library Management can't fulfill needs of library users. So librarians should be well equipped with technical skills of library management. To use this technical knowledge effective communication plays vital role in creating knowledge based environment for users. Effective communication is keystone of good administration.

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