



ROLE OF NEWSPAPER AS A MASS MEDIA AMONG LIS PROFESSIONALS: A REVIEW

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ABSTRACT :

The Paper highlights the importance of Newspapers in various means in historical perspective in Library and Information Science field. It also traces the role of LIS professionals in the historical perspective with special reference to libraries. As per the evolution and trend(s) the newspaper witnessed various platform(s) and format (s) throughout the world and an attempt has been made to highlight the important role of LIS professionals in safeguarding the newspapers from decades of civilization.



KEYWORDS : LIS Professionals, Newspaper, Mass Media.

• INTRODUCTION:

Newspaper as a mass media has played a significant role in tracing the developments of mankind since from the time immemorial. The progress in various civilizations throughout the world has been depicted in various newspaper(s) which have been safe guarded by the Libraries as per their need and compatibility with the trend. The history of evolution of the newspaper gained momentum after the invention of printing press in 15th century by the Johannes Guttenburg in Germany led to the revolutionary changes and expanded the newspaper services on various platforms in various format(s) turned the whole globe into small village by creating links with advancements in information and communication technologies (ICT) over the period of time.

• NEED AND SIGNIFICANCE OF NEWSPAPER:

Newspaper as a mass media has power to influence on the life of people in society by providing the current and vast information or news about the local/national/international importance to update people in making citizens as civilized and LIS professionals are not exceptional to it.

• REVIEW OF LITERATURE OF NEWSPAPERS(S) SERVICES : WITH SPECIAL REFERENCE TO THE LIBRARIES & LIS PROFESSIONALS :

An attempt has been made to review several studies which have been carried out in India and abroad with regard to role of newspaper as mass media in LIS discipline by LIS professionals.

Linda S. Ashcroft in 1994 in his article "Effective Press Releases" illustrates necessity to gain public relation (PR) skills for LIS professionals because management, development and dissemination of information are directly related to PR strategy. During 1990s the impression of LIS services at local and national level was not good in UK. Daily telegraph on 21st July 1994 published article on front page news story in the Liverpool says about excessive library fine for building British Library with title

“overcome and over budget shambles of New Library” which indicated negative opinion of the libraries. So as per the need the contents with date, headline which should attract eye of the reader, structure, photographs, etc are important to grasp reader’s attention. The area of PR is different from one another and the releases of press and broadcast media should reach specific target clientele. **Richard F. Fox in 2001** in his article entitled “The Great Newspaper Caper: Backlash in the Digital Age” has revealed defensive explanations with regard to various crisis and comments that newspaper underwent in the LIS field. Novelist, literary and essayist viz Nicolson Baker against in 2000 highlighted in his article “Deadline: the author’s desperate bid to save American’s past” comprises of critics such as Library of Congress (LC) has destroyed original newspapers by replacing them with microfilm but LC started preservation from 1890s and started working on microfilm 1930. Newspapers occupy lot of space so only microfilming process was given scope to expand its service in American Libraries/repositories also. Librarians and archivists were under pressure to solve the problem with space and finance and it was inevitable for LIS professionals to opt the process of microfilming. **Clousen Soren in 2005** in his article explains about the development of newspapers collection in one of the four sections of integrated part in repository library at the National Library of Norway in historical perspective and MAVIS (Merged Audio Visual Information Systems) was used as a cataloguing tool for organizing and collection management of newspaper. MAVIS is a tool where in physical, technical, intellectual description of the work or object can be integrated for the delivery and circulation of all kinds of material both internally & externally. The Norwegian Association for Media history’s comprehensive project included web publishing & newsletters provided forum for exchange of information and views for librarians with addition of new updated web-based newspaper bibliography by 2010. The historic collection of old printed 50,000 volumes form basis of microfilmed newspapers. . Since 1990 all newspapers have been legally deposited (two copies each) and are microfilmed on arrival at the library. Digital Copies of newspapers are provided on web by LIS professionals. **Leah Shaw in 2010** in his article “Representations of Librarianship in the UK Press” reveals about the role and development of national newspaper(s) which dominated in the UK during many technological shifts specially the internet increased and LIS professionals role changed from Jan 1st 1998 to Dec 31st 2008. Content Analysis study conducted with Data sample from Nexis UK news Database of 264 newspaper articles taken from ‘The Times’ and ‘The Mirror’ with above mentioned period. The search string ‘librar!’ was used in order to retrieve the search terms. The search terms included “library, libraries, librarian and librarianship”. The searches retrieved 1997 articles. E-databases were made available to extract information covering many years. The Content Analysis identified 21 skills or duties in which Schuman (1990) said library staff were inefficient and unhelpful, Majid and Haider (2008) said 58% articles coded showing negative aspect that librarians are not performing any duties at all. Later Robinson in 2006 recorded a higher total frequency of articles indicating behavioural traits, librarians were found knowledgeable and helpful. These patterns of positive behaviour were detected in the work of Dilevko and Gottlieb (2004). Results were also tested for statistical significance as a means of identifying g trends and period from 1998 to 2008 showed no significant trends. The Knowledge User Group and Customer service increased between 1998 to 2008. Overall 89% articles judged result as positive results in favour of LIS professionals and it was concluded that the UK newspapers do not hold a negative impression of the LIS professionals. **Branka Badovinac and Primoz Juznic in 2011** in their article “Aspects of representation of Library and Information Science” highlights about image problem, methodological and conceptual frame work for understanding LIS in the area of culture. The empirical study conducted in 2005 included more than 300 articles published in 1987 (152 articles) & 2004 (153 articles) from the Slovenian daily newspaper which identified two questions and those are, how LIS is constituted and how it is embedded in broader social practices. LIS is perceived in local community context. Two key points influenced analysis method 1st newspaper as a media form, unbound newspaper have a short term validity, their content is usually scanned, by readers which has a standard schema that carry certain information value to reader(s) and its production features are easily attainable with simple quantitative analysis. The 2nd key point was adoption of Halls (1997) constructionist theoretical application of representation for the qualitative analysis approach where in

representation of practices are important factors in the circuit of culture and also includes production, consumption, identity, regulation practices. Further analysis adopted 2nd discursive model which includes knowledge/power relationship and the subject. Knowledge is used to control behaviour particularly in identities construction process. Findings were analyzed quantitatively and qualitatively. The results of qualitatively analysis showed the signifying practices in differentiating between the “old” and the “modern” libraries. Most typical data under “old libraries” focused on libraries financial and space difficulties. And modern Libraries focussed on new information and communication technology (ICT) and the LIS professionals were credited for their capability in handling ICTs especially during the automation process in 1987 in the special and academic libraries. The articles on LIS professionals and services appeared in all sections except financial. The brief articles news type appearing on domestic or local events pages were predominant which dealt with traditional aspect of LIS professionals work and services. **Sivankutty V.S. and Jinu Sudhakaran in 2011** in their survey reveal the attitude, usage, promotion, preferences in searching of online newspapers among the librarians in India. The online survey method (viz. Survey Monkey) used by distributing questionnaires of 200 working librarians (65% from academic & 27% from among corporate, 8% other sectors) & 189 responses received back. 100% were aware of online newspapers sites & 54.3% visit online newspapers daily. 49.73% (94 Librarians) preferred regional newspaper(s) sites, 29.62% (56 Librarians) preferred international newspaper sites. 83.1% encourage users to use online newspapers. 76.6% agreed that their management(s) support them to use and promote online newspapers. ‘Times of India’ was opted as the most favourite online newspapers, followed by ‘The Hindu’, ‘Business Line’, and ‘Business Standard’ 69.9% Librarians circulate and archive items of their institution or college(s). The 47.95% face problems in using online when compared to print which include such as more time taken by the site to open (46%), over use of advertisements (50.25%), improper indexing (29.75%), and dead links (31.95%) are an added problems in accessing online newspapers. The merits of using online newspaper include such as free and instant access (75.8%), quick search of archives (63.3%) and easy circulation of news (54%). 46.56% (88 Librarians) revealed that they receive queries for online newspaper searches and 48.95% librarians search less than five queries in a month. Feedback received from users about online newspapers services rendered by librarians was very poor which opines that librarians should focus more on their duties and responsibilities. The survey in **2015 by Lijina P. and Jalaja V.** reveals about the “usage, time of usage & problems faced in accessing various mass media by LIS women professionals in two universities existing in state of Kerala. Data collection was made by distributing 30 questionnaires in each university and 55 responses received back (27 from University of Calicut & 28 from Kerala university). More than half (58.18%) read one Malayalam newspaper in both universities, 31.91% read two Malayalam newspapers, 29.63% in university of Calicut read English newspapers and it’s clear that usage of regional language newspaper is high. More than half 67.27% spend less than one hour and 34.55% spend 1-2 hours in reading newspapers. Majority 70.37% in University of Calicut & 42.86% in Kerala University consider Newspaper as most reliable mass media compared to other mass media. The problems faced in accessing newspaper include lack of time (92.73%) as majority are married, lack of awareness (20%) 12.73% due to financial constraint. The study clears that mass Medias are widely used despite of time constraint but readership & usage of newspaper(s) is less compared to mobile or internet services among mass media.

- **ADVANTAGEOUS AND LIMITATIONS OF NEWSPAPER(S) SERVICES FOR LIBRARIES & LIS PROFESSIONALS:**

The newspaper as a mass media has enhanced life and career of the many LIS professionals by creating communication links between professionals, friends and relatives. Newspaper broadens our knowledge by providing vast information on various areas. It has helped to develop better perspective to learn many new things, exchange ideas and helps in personality development with freedom of expression. Advancements in ICTs have made newspaper available online have made information timely in nature. LIS professionals can access it on various portable devices at all time and

thereby it has helped in clearing distance and language barriers. The newspaper(s) are user friendly and can stir our imagination, familiarizes with world art and culture.

Newspaper paves way to advertise the manifesto of any Person(s) or institutions/organizations which tries to win/attract the LIS professionals and public as per their need in an improper way. The wrong or unauthentic information or message published in newspaper may create havoc among LIS professionals which in turn make LIS professionals to give wrong suggestion to clientele.

• **CONCLUSION:**

Newspaper played an important role in development of democracy. Online newspaper can be used effectively as a medium for librarians to look out for both professional and personal tasks and trends, business opportunities, customer profiles, market analysis, etc. Even though the newspaper underwent various crisis for its survival and success throughout decade but still it has maintained its own uniqueness on various platforms in various means of way.

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