Communication Skills for Personality Development in Library Profession.

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Abstract: Communication skills are extremely important for Librarians and Library Professionals, LIS Professionals much continually update their knowledge about new communication techniques (ICT) emerging everyday.LIS professionals communication skills must obtain information relating to the internal and external environments of Library information science and should acquire the knowledge and skills such as leadership, team building, management etc.

Keywords: Communication Skill, Personality Development, Library Profession

Introduction

Communication is a process of exchange, i.e give and take of information by message or otherwise. It is nothing, but the process of transferring information from one person to another.

The word Communication begin from Latin word "*commūnicāre,*" meaning "to share"impart, participate etc. Communication could be a concept, fact, idea, principle or theory. It's a purposeful activity of exchanging information and meaning across space and time using various technical or natural means, whichever is available or preferred.

Definition of communication:

Leland Brown states that communication is the transmission and interchange of facts,ideas,feelings,or course of action.

Theo Haiemann states that communication is the process of passing information and understanding from one person to another. It is the process of imparting ideas and making oneself understood by others.

Websters dictionary defines communication as sending, giving, or exchanging information and ideas . Communication is a means of persuasion to influence the other so that the desired effect is consciously or unconsciously achieved.

Allen Louis states that communication is the sum of all the things one person does when he wants to create understanding in mind of another. it involves a systematic and continuous process of telling,listening and understanding.

The process of communication.

- Sender or the Encoder
- Message itself
- Receiver or the Decoder
- feedback

(1)The sender can encodes the message in different way like by words, spoken or written, or behaviour or body language etc. Which he or she feels best.

(2)The message is sent via a channel so as to reach the receiver. It could be through mass-media, print, or face to face interaction.

(3)The receiver decodes the message by interpreting the message through contextual and language skills. He also sends a feedback.

(4)what are the after effects of your message.

Communication skills : Communication is one of the most important life skills we can learn—yet one we don't usually put a lot of effort into. Whether you want to have better conversations in your social life or get your ideas across better at work,

- Communication skill is the ability an individual displays in effectively communicating with clients, colleagues, subordinates, supervisors in a professional manner.

- Communication skills are generally understood to be the art or technique of using oral or written language.

- Communication skills are also influenced by culture, experiences, events, actions, variety of technology etc.

- There are different communication skills for different events, for e.g-formal meetings, seminars, workshops, conferences, gatherings, classrooms, presentations, etc.

- Communication skill is effected by radio, T.V, newspapers etc. To support this various technologies have emerged like mobile phones, ipods, pagers, cameras, multi medias, etc.

◉ To use them various professionals have emerged, now a days library professionals are trained towards these new user friendly technologies.

Communication in library profession:

For today's librarians having professional degrees in library and information science is not sufficient unlike in the past. There is demand for librarians having multidimensional aptitude in the areas of technical work, administrative work and also in providing user oriented services along with soft skills. Like any other profession, the soft skills are required in day-to-day working for carrying out routine jobs more effectively. The librarians working in large organizations like corporate offices are already practicing these skills through by experience or training. One may learn these soft skills easily provided they are aware what these are!!

Following are soft skills required to become a successful library professional:

Listening skills: The library professionals must have good listening skills as he/she has to interact with different types of users all the time. By carefully listening to users' he/she can identify the exact requirement and then provide the service accordingly.

Communications skills: Command on language especially English and also regional one will improve the communication. Good communication skills also require understanding people, self-confidence. With this one can achieve lot and solve problems too.

Interpersonal skills: Librarians have to deal with all levels of people like Management, users, colleagues in library, vendors etc. To deal with each one on them in rightful manner requires interpersonal skills. When you work in large organization, it is most important to build rapport with all departments, which helps in managing the library and providing better services to every one.

Public relations: One needs to use PR very effectively to attract users in libraries through various ways. It also helps to bond with users and vendors too. Also gives ability to work with other professionals.

Customer service: Customer is library user and to satisfy his information needs is customer service. The librarians are always giving attention to their users and providing services through CAS, SDI or other specialized services. The customer service emphasizes the customer satisfaction, which guarantees that user will always come back to library.

Leadership skills & Teamwork: Library management especially the big library is team exercise. Hence it is required to have leadership skills to manage and guiding the team time to time,

as every subordinate is important for carrying out their work efficiently for smooth running of library.

Negotiating skills: These skills are required on special occasions such as handling bulk purchases, specialized databases subscription with vendors etc. Also some times in delicate situations like library committee meetings or avoiding undue requirements from arrogant users etc.

Writing skills: The librarians are sometimes asked to submit/help in writing research proposal/ business proposal/project report, which requires good writing skills. Today there are many library professionals who are contributing to various publications even in-house or even by blogging for sharing their experiences and helping users.

Project management skills: In corporate sector many times, librarians are part of some project team and assigned specialized jobs such as knowledge management or digital institutional repository. These require dedication, understanding of the project, time management for completion of work, teamwork and reporting back the results etc.

Presentation skills: The presentation skills are required in report writing, library committee meetings and even in daily work which represents the library management overall for users. It not only emphasizes the individual skills but also from library presentation by means of its decoration, users guides, and library ambience. **Teaching skills:** This is essential for new user orientations or in case new service is introduced such as online database searching. It also includes motivating reading habits in users.

Communication Skills:

In this knowledge environment, Librarian is the facilitator of access between knowledge and the user. No matter how much professional competence a librarian has, he will fail to deliver and satisfy users if he lacks communication and presentation skills. The information professional will command respect and acceptance among users only through the strength of his communication skills. It is directly proportional factor. Librarians needs to be as emphatic listener to user demands and needs. He needs to communicate the importance and usefulness of information services to the users. Librarian also needs to have a trusted communication with team members to achieve organizational goods.

Communication has a great importance in providing better services to users. He communicates the value of library service to decision makers, staff and users. When he provides information to the user he must communicate clearly and respectfully with customers and colleagues. Always Demonstrates active listening skills with customers and colleagues in his workplace. Communication is not only must be effective with users only but must have ability to

negotiate effectively with publishers, customers, management & vendors, Communication skill includes lip reading, finger spelling, sign language. It is also the ability to receive and express information. In library profession, certain communication skills provide the base, where one needs to utilize and understand. Here, communication is best achieved through proper presentation skills.

Personality Development

Personality development is generally defined as deeply ingrained patterns of thoughts, feelings and behaviour. When one refers to personality, it implies to all what is unique about an individual and a typical characteristics that makes one stand out in the crowd. The word personality is derived from the latin word 'persona' which means mask.

The way a person behaves, thinks, feels, the manner in which he conducts himself in a given situation is largely determined by conditioning his mind through his personal life experiences.

Definition of personality development: Allport, (1980) defines personality as the dynamic organization within the individual of those psycho-physical systems that determine his or her unique adjustment to the environment.

Personality development is directly affected by certain excellent behavioural traits like -soft skills, verbal skills and to some extent non-verbal communications.

Information science in library profession:

Information Communication Technology skills ICT has revolutionized the information handling activities in library & information centre. It involves entire gamut of technology involved in information processing, consolidation, repacking, communication and retrieval. It is necessary that LIS professionals have a comprehensive understanding of Library automation, Networking, hardware and software involved. Though knowledge about Internet and its usefulness is a must, Knowledge about online databases, digital library softwares, search engines, portals, content management is very much essential. In a nutshell, LIS professionals will have to keep themselves up to date with any developments in ICT that has any implication for knowledge management process.

There are various tools available for Knowledge management process. Some of the tools for knowledge Capture are PC Pack, Clementine Data mining, and Intelligent Miner. Similarly some of the tools used for knowledge sharing process are ART Enterprise, GrapeVINE, PKM (Personal Knowledge Manager), Knowledge Exchange, etc.(Bansal, A. 2000). It is essential to get adequate training and mastery over such tools for effectively handling knowledge management activities.

- ⊙ Due to advancements of science and technology, profound changes are taking place in all fields and most important among them is the Educational field, Research and Development.

- ⊙ Library and information science generates required input on all fields in the form of knowledgeable manpower to utilize these resources.

- ⊙ It is expected that the students, researchers, teachers adopt the new technologies and apply their skill and knowledge in library profession.

- ⊙ Information science for library deals with selection, acquisition, processing, storage, organization, retrieval and dissemination of the information to the people, students, researchers and teachers.

- ⊙ Information and communication technology has brought revolutions in the field of library science.

- ⊙ Information science is broader than documentation because it is concerned with the entire information and transfer process.

- ⊙ Librarians are regarded as information specialists and UNESCO identifies these professionals as information scientists.

- ⊙ The new paradigm of librarians is to assist others in acquiring skills in locating, evaluating and variety of methods of information, presentation such as inter active networks, multimedia, instruction technology is also linked with web – based technology.

- ⊙ Web-tracking is another very important component used by Library professionals for collection of large amount of data and can generate a variety of statistics, without the researches presence and without interrupting the information seekers.

- ⊙ The library information service is now fully automated, various kinds of education and training programmes, functions, services, activities, mission, goals etc.

- ⊙ The various technologies and its application, communication skills has enhanced the activities and functions for a true, modern librarianship.

- ⊙ A library professional should see to it that the programmes are arranged in such a way, so that the thought processes are in accordance with the personal needs.

- Therefore, verbal communication skill(face to face) is essential for enhancing personality development.

- Communication skills in library information sciences can make flexible learning arrangements where the users make best use of new technologies, its practical application and e-learning process so that they have a knowledge based personality.

- The increasing use of information technology is changing the personality levels of professional so as to rethink and re-adjust in library profession.

- It is associated with certain personality problems-i.e. lack of connectivity between teacher and learner, content and community.

- Personality is affected because verbal communication skills are totally missing.

- Too much dependence on technology is associated with serious personality problems.

- A person is totally devoid of natural and social connections of which an individual is a participating member.

E-learning:- The term e-learning is used in a variety of ways such as online learning, Computer Based Learning (CBL) Web Based Training (WBT), Online Resource-Based Learning (ORBL) Networked Collaborative Learning (NCL), Computer Supported Collaborative Learning (CSCL).

E-learning is the extension of classroom learning, here the emphasis is on making available the study material at the convenience of the user.

In today's world of information technology, emergence of computers, access to electronic media, advanced telecommunication systems, multi media, audio-visuals has created new possibilities of digital information.

Information today has increased enormously, so that no library can meet their needs alone.

Now, libraries and information science are effectively linked through net-work services, e-mail, online access, soft ware and hard ware systems etc.

- Computers and communication technology now a days increasingly rely on resource sharing through electronic media for achieving high speed access, reducing time to search information, shorter storage space, finding simple means for selecting materials and time reduction.

- E-learning is thus the high-tech, net-enabled subset of the larger universe of distance education of distributed learning.

e-journals

- Transformation from print to digital environment. This has provided greater speed and economy.

- Online data bases stand to benefit from this technology.

- One can access it round the clock across geographical barriers, it reaches all the subscribers simultaneously.

- Is a boon for huge campuses where there are large numbers of readers.

- Co-operation among libraries which comes together to share journals electronically.

- They counter the escalating cost and library budget in availing print journals.

- The U.G.C Infonet e-journal consortium is the largest in the world. It uses education and research network(ERNET) and plays a vital role in providing better and free access to scholarly information.

Effects on personality development

- Too much indulgence into e-learning again deviates a persons personality pattern.

- Knowledge skills are affected as there is no direct relationship with the printed world.

- The touch and feel sense is missing.

- It is important to develop a relationship with the natural environment and effective communication skills can be implemented.

Management of libraries

- Management has come to occupy a prominent place for a library professional. This is due to the fact that libraries have become bigger and more complex.

- A library professional needs to develop good communication skills and personality to be an effective manager.

Library managers

- The manager is the key communicator of library policies.

- Responsibilities for their correct interpretation rests with management.

- They constantly demonstrate through various communication channels so that their resources are being effectively and efficiently utilized.

- ◉ An effective manager will clearly communicate to the subordinates, what is expected of them and what they are responsible, for feedback must play an important role.

- ◉ A library manager transmits information through decision making role, entrepreneurship, resource allocation through effective inter-personal communication skill so as to obtain and impart information.

Conclusion

Library is the pivot of the educational system. Communication skills are extremely important for librarians and information professionals. The very nature of the Library and Information Science Professionals job requires them to assess select, process and disseminate the information through verbal and non-verbal ways. it must be able to communicate to a large number of people, whose communication skills both as senders and receivers differ widely. LIS Professionals must continually update their knowledge about the new communication techniques emerging every day (IT). The LIS Professionals communication skills must obtain information relating to the internal and external environments of library information science.

Thus, the LIS Professionals of the 21st century have to prepare themselves for working in digitized network environment and should acquire knowledge and skills such as communication, leadership, team building, decision making, management etc. and they should keep themselves abreast with the information world and be competent enough to serve the digital culture. A library professional must maintain good and a strong collaborative relationship with the users. Librarians are the ultimate search engines. *Thus,* They are the glue that binds successful, efficient and excellent library services to the user.

Therefore, communication skills and information are directly linked with personality development in library profession.

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