A STUDY ON USE OF LIBRARY LEARNING RESOURCES BY THE MEDIA PROFESSIONALS OF SILCHAR

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Abstract- Media is the most powerful tool of communication. It helps in promoting the right things on right time. It gives a real exposure to the mass audience about what is right or wrong. The Print as well as Electronic Media help us a lot to inform us about the realities of the society. It helps in forming opinion which changes the thinking of people in the society. For the democratic country like India, both print and electronic media play an important role in smooth running of the Government in right direction and also raise voice against the human right violation. For making media professionals aware and empowered to contribute for the spreading the message of current socio-political scenarios of the country and making relevant back files of the news feeds and audio-video files ready for the analysis in newsrooms of many channels and print media houses, the role of well-organized media house libraries come into picture. Therefore, media house libraries are standing behind the media professionals for any instant help and use of archival materials for their day to day requirements.

In view of knowing the library usage pattern of media professionals , this study has been carried out and many important findings are emerged which have opened new areas of further research in the area of library usage pattern of media professionals of Cachar and Guwahati.

Keyword: **Media, Media House Library, Library Learning Resources , Library Services**

1.0　Introduction

The Media House library is regarded as a special library as it caters to the needs of special group of people. As we know that media houses are engaged in collecting, organizing and spreading the news in the society at regular frequency such as daily, weekly, fortnightly and monthly basis. There are various Publications and Seminars being presented to the Society. Mass Media is an important tool for communication and raising the public opinion and mainly make public aware about the happenings in the society. As media houses have been playing an important role in the society, the libraries attached with media houses have great duties and responsibilities for making available right information at right time to the right media professional so that the editor and media staff can use the feature articles and news items in time .In order to save the time of media house professionals, the media house library should be well equipped, organized and with being huge collection of reference materials.

A library is an organized collection of information resource made accessible to a defined community for reference and borrowing. A library is a collection of books, periodicals, newspaper, manuscripts, films, maps, print documents , micro forms, CD's , cassettes , audio books, video tapes , DVDs', offline and online , data bases and other formats. The Library is the centerpiece of our society and is accessible to everyone. Its holdings inspire all ages and interests. In ancient Egypt, invading armies burned the Library of Alexandria because they knew the devastating effect it would have on the culture. The library now, as throughout time, is just that important an institution. It not only needs to be preserved, but to continue to be a living, growing, thriving institution.

As we know those special libraries perform a special role in our society, to cater the needs of the specialized group of users. Many private business and public organization including hospitals, museums, research laboratories, law firms, and many government departments and agencies, media houses maintain their own libraries for use of their employees in doing specialized research related to their work. The Collection of Media Library different from other libraries. (https://en.wikipedia.org/wiki/Library).

The media has been playing vital role in molding a good society to develop our lifestyle and move it on the right path, because it always try to take side with the truth and relevant factor. It is the best tool to spread awareness in the modern society either it be political, social or economic and giving us latest sight about what is happening in our world, making us aware about our rights, creating awareness against evils in our society.(http://www.academia.edu/4243602/Role of Media in Social Awareness)

In Print Media, Library also plays a very important role. As very few studies have been conducted on Media Library, an attempt has been made to study the Library Usage Patternamong Media professionals of Silchar.

1.1 Background of the Study

Media is one of the most powerful instruments of communication. It can help to promote the right things on right time and gives a real as well as strong aspect of the world about what is right or wrong. Media plays a very important role in disseminating and sharing information in our society and library plays a very important role in media houses. In order to ascertain how the media professionals seek information by using library resources including e-resources and how they are attached with newspaper

houses, TV channels etc An attempt has been made to Study the Library usage pattern among Media Professional of silchar.The present study was carried out during August 2015 to March 2016.

1.2 Statement of the problem

As we know that Libraries are the light houses of information dissemination, an important component of any educational institution or any organization, and hub of learning activities where students, researchers, and teachers can explore the vast amount of information resources. Similarly Library is associated with media houses plays a very important role because it has great duties and responsibilities for making available right information at right time so that the editor and media staff can use the feature articles and news items in time. Therefore in present study an attempt has been taken to study the Use of Library Learning Resources by the Media Professional of Silchar for their day to day requirements.

1.3 Objectives of the study

The objectives of the study are:

1.　To study the status of use of Library Learning resources by the Media Professional of Silchar;
2.　To find out the purpose of library visit among the Media Professionals of Silchar ;
3.　To examine the frequency of library visit by the Media Professionals of Silchar ;
4.　To Study the difficulties faced by the Media Professionals in accessing to Library Learning Resources;
5.　To put forward suggestions by the Media Professionals for the betterment of Library Services.

1.4 Scope of the Study

The present study has been undertaken with a view to know the use of library learning resources by the Media Professionals of Silchar. The study was limited to select Print Media Libraries of Siilchar.viz Dainik Jugasankha, Dainik Samoyik Prasanga, Prerna Bharti and Eastern Chronicle newspapers.

II. Review of Literature

Nicholas and Pandit (1994) in their paper entitled, *"What Happened to Libraries in Independent Television",* they highlighted that only a very little has been written recently about broadcasting libraries and the field has rarely been the subject of research. Martin (1999) in his paper *"The Changing Information Environment in the Media: Case Study",* discusses that the Guardian/Observer Charts and evaluates changes to The Guardian/Observer library over the period 1983 – 1998.Drennan (1999) conducted a research on *"The Introduction of Intranets into the Newspaper Industry",* which highlights the evaluation of the current state of intranet usage in the UK newspaper industry. Walsh (2000) in his paper, *"African Newspaper Union List: Low-Tech Resource/High-Tech Access*", describes the development of the African Newspaper Union List by the Africana Librarians Council of the African Studies Association, in conjunction with the Centre for Research Libraries. Patil and Shikhare, Naidu and Padhey (2003) in their paper entitled *"All India Radio Library Automation",* and said that information explosion and market competition mass media organizations require modernization to meet the challenges of the society. Clausen (2005) in his s paper *"Newspapers at the National Library of Norway",* aims to describe the development of the Newspaper Collection at the National Library of Norway. Serrano and Alonso (2006) in his study *"Seen and Heard: Duality at the Access Points to Television Databases",* highlights how the double nature of audiovisual material, that it is viewed and referenced, is reflected at the access points of a documentary database. Keisham (2006) in his paper *"Digitization of Newspaper: an Easy Access to Information",* argued that today in the digital world, digitization of library materials has advanced rapidly. Digitization solves the traditional library problems like conservation, preservation, storage and space. Fleming and King (2009) in their joint paper, *"TheBritish Library Newspaper Collections and Future Strategy"* ,aim to describe the history and current plans for the newspaper collections of the British Library. Ali (2010) carried out a research on, *"Application of Information Technology in the Educational Media Libraries of Delhi"*, which attempt to assess the current state of IT application in the media libraries of Delhi being headquarter of about all educational media organizations and their networks of the country. Barman (2010) in his paper, *"Management and Preservation of AV Materials in TV Media of North Eastern Region",* and found that the electronic media libraries or AV media libraries are dealing with the management of non-print materials. Riajuddin (2011) conducted a research on *"Digital Preservation Strategies for Telugu Newspaper Libraries of Andhra Pradesh (India)",* discusses the regional language press in India has a hoary past, a commanding present and definitely a bright future. Massis (2012) conducted a research on "*Local Newspapers and the Library: a "Community Asset ",* which aims to examine the transition of print newspapers to the digital environment and the recognition that the library continues in its tradition of providing access to local newspapers. Sinha, Bhattacharjee and Bhattacharjee(2013) in their joint paper entitled *"A Study on Library and Internet Usage Pattern among the Media Professionals of North East India",* highlights how the media professionals seek information by using library resources including e-resources and how they are attached with newspaper houses, TV channels etc. Grainge and Johnson (2015) in their paper, *"Show us your Moves": Trade Rituals of Television Marketing",* highlights the professional culture of television marketing in the UK, the sector of arts marketing responsible for the vast majority of programme trailers and channel promos seen on British television screens.

From the above literature review it has been found that though many studies have been carried out regarding media libraries, academic libraries, special library, digital Library, library automation and ICT application in library in India but in Assam very few studies have been conducted except few carried out by studies in Sinha, Bhattacharjee and Bhattacharjee (2013,2014).Therefore in present study an attempt has been taken to study the Library Usage Pattern of Media Professionals of Silchar.

III. Research Methodology and Research Design

3.0 Source of Data

In the present study, the Survey method of research has been adopted using structured Questionnaire as a tool for collection of data. The questionnaire was designed keeping in view of the stated objectives and the structured questionnaire comprises mainly of closed ended-questions. The questionnaire was supplemented by interview of Media Professional of Silchar.

3.1 Tools for Data Collection

The tools of data collection translate the research objectives into specific questions/item, the response to which will provide the data required to achieve the research objectives. The following tools were used for collection of data pertaining to the present study.

3.2 Questionnaire is widely used tool for data collection in research. It is a systematic compilation of questions logically related to problem under study. It has been assured that the information given by them would be used for the research purpose only would be kept be confidential.

3.3 Personal Interview

The researcher also adopt personal interview for the collection of more reliable data. Personal interview were arranged with the media professionals giving prior intimation to the respondents. The interviews were conducted according to an interview schedule.

3.4 Description of Questionnaire

The designed questionnaire consists of two main parts. First part consists of "*Personal details*", second part consists of "*Library Visit and use of LibraryLearning Resources and Services* ".

3.5 Data Analysis

On the basis of collected data the questionnaire/interview data is coded tabulated analysed to come on the findings and conclusion. All the results have been presented in the form of tables and/or graphs. SPSS/MS-Excel (Software's) was used for data analysis and interpretation.

4.1 Analysis of Data of Media professionals Deployed in Media House of Silchar

Part -A. Personal Information of User

4.11 Distribution of Questionnaire to Respondent and Responses Received

To know the response rate altogether 80 questionnaire were distributed among the media professionals working in selected print media libraries of Silchar out of which, 56 (70.0%) respondents have responded. Thus the response rate is 70.0% (Table-1 and Fig-1).

Table 1: Responses Received from the Respondents (N=80)

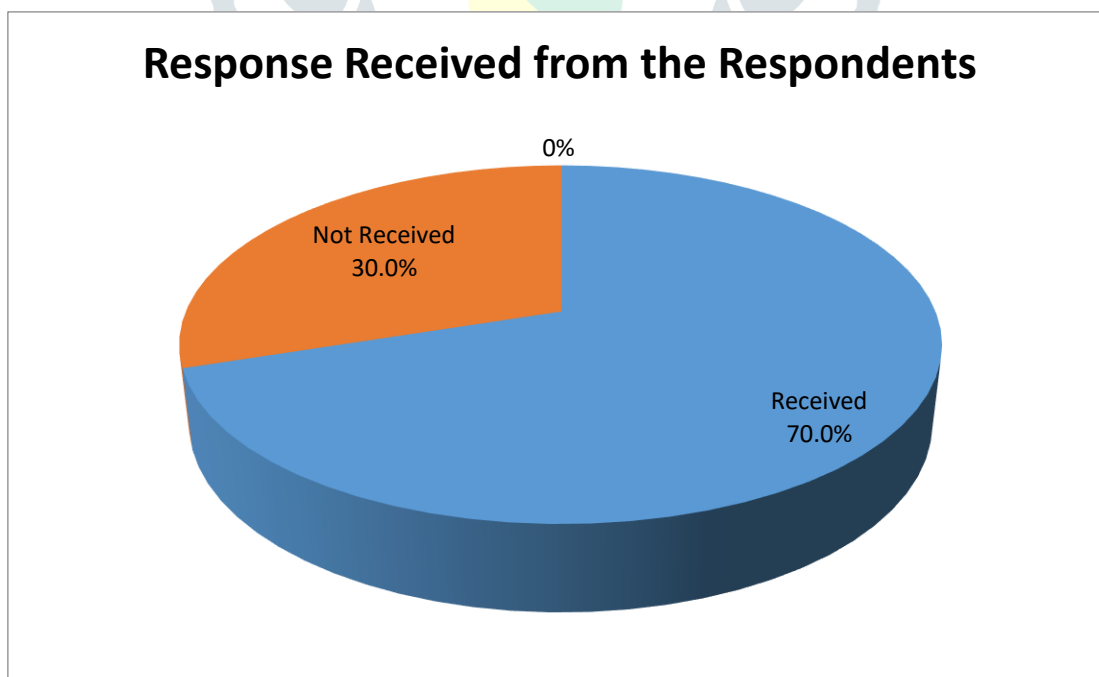| Questionnaire	Nos.	Percentage (%)
Received	56	70.0
Not received	24	30.0
Total	80	100.00

Fig.-1: Response received from respondents

4.12 Gender Wise Distribution of Respondents

The Survey result as shown in Table -2 and Fig.-2 shows gender –wise distribution of respondents which indicates that number of female respondents 22 (39.29%) is more than that of male media professionals 34 (60.71 %), although equal number of questionnaire were distributed amongst the male and female media professionals. While making comparison between

male and female respondents, it reveals that the percentage of male respondents is high in comparison to female respondents. Although this is probably equal participation of Media professionals in jobs, but a good number responses received from male media professionals (34=60.71%) whereas response received from female professionals is comparably low (22=39.29%).

Table 2: Gender Wise Distribution of Respondents (N=56)

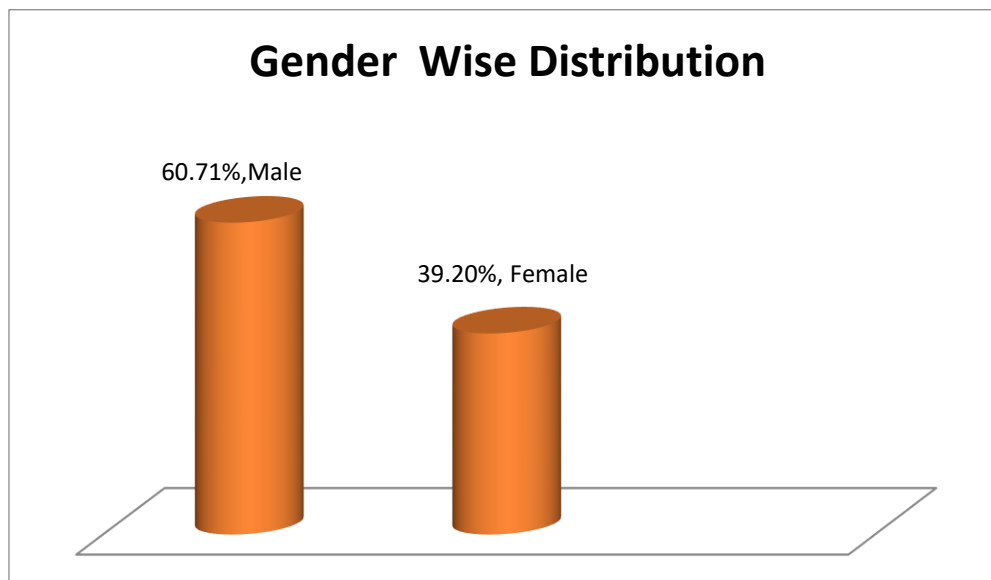| Sex	No of Respondents	Percentage (%)
Male	34	60.71
Female	22	39.29
Total	56	100

Fig.- 2:Gender Wise Distribution of Respondents

4.13 Age group of Respondents

The age of the respondents is divided into four groups and the data received from respondents are shown in Table -3 which indicates that out of 56 respondents, maximum number of respondents 20(35.71%) of belong to the age group of "31-40 years" which is followed by 17 (30.35%) respondents who are at the age group between "41-50 years" and 12 (21.44%) of respondents are at the age of "21-30" whereas only 7 (12.5%) of respondents are "51 years and Above". The finding reveals that most of the respondents belong to middle age group whereas very few (7=12.5) in elderly age group (Fib-3).

Table 3: Age group of Respondents (N=56)

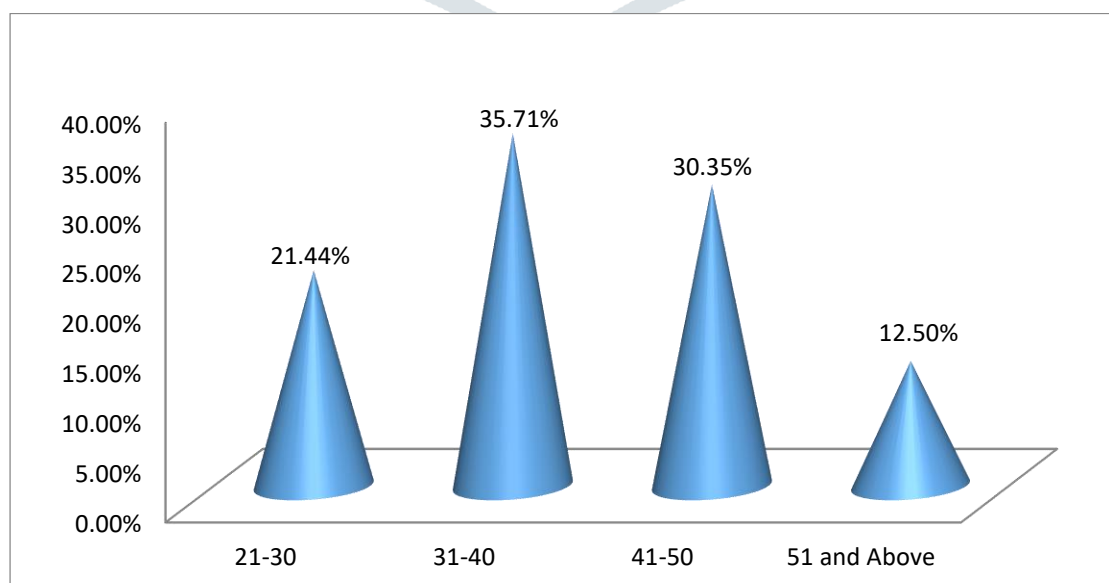| Age Group	No of Respondents	Percentage (%)
21-30	12	21.44
31-40	**20**	**35.71**
41-50	17	30.35
51 and Above	7	12.5
Total	56	100.00

Fig.- 3: Age group of Respondents

Part -B. Library visit and library usage pattern of Media Professionals
4.14Frequency of Library Visit of user

To know the frequency of library visit of user, questionnaire distributed to the respondents and the result reveals that 24 (42.85%) respondents visit library as daily basis, which is followed by 15(26.78%) who visit library on weekly basis whereas 7 (12.5%) respondents visit on monthly basis .And 5(8.95%) respondents visit library fortnightly and also 5(8.92%) respondents are not regular who visit library. The survey finding reveals that the media professionals visit their library regularly for completing the assignments of media house (Table-4 and Fig-4) .

Table 4: Frequency of Library Visit of Media Professionals (N=56)

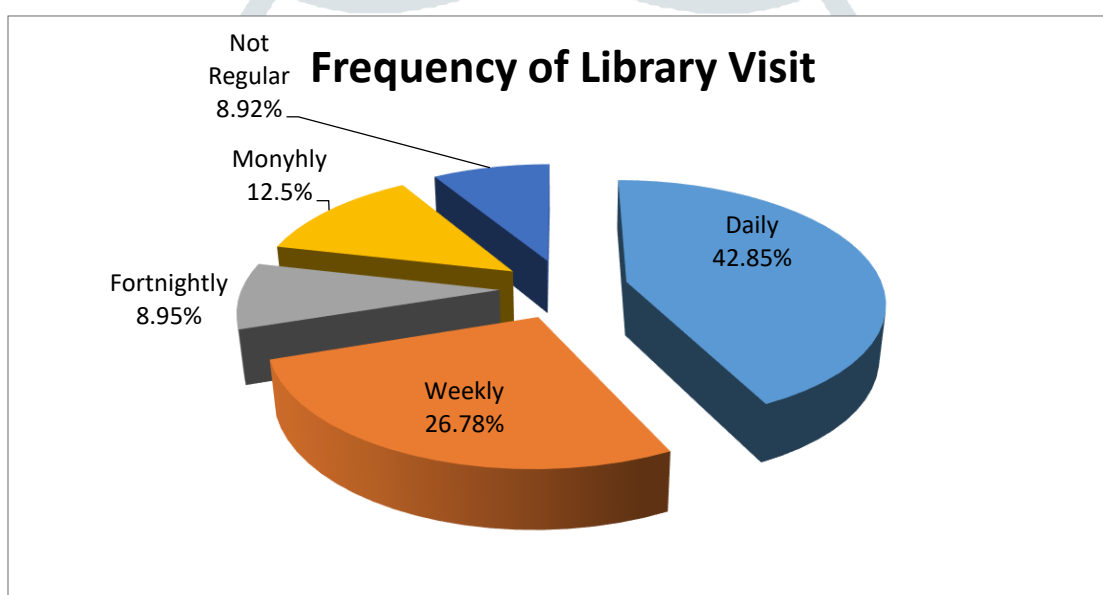| Frequency	No of Respondents	Percentage (%)
Daily	**24**	**42.85**
Weekly	15	26.78
Fortnightly	5	8.95
Monthly	7	12.5
Not Regular	5	8.92
Total	56	100.00

Fig.- 4: Frequency of Library Visit of Media Professionals

4.15 Purpose for Library Visit

To Know the Library visit and library usage pattern of media professionals questions are distributed to the respondent and the result reveals that out of 56 media professionals 25(44.64%) respondents visit their library to prepare news and feature articles, which is followed by respondents visit library for internet searching 21(37.5%).And the respondents who visits only for reading books, newspaper 10(17.86%).Therefore it is concluded that the media professionals are visiting library for professional work (Table-5 and Fig-5).

Table 5: Purpose for Library Visit (N=56)

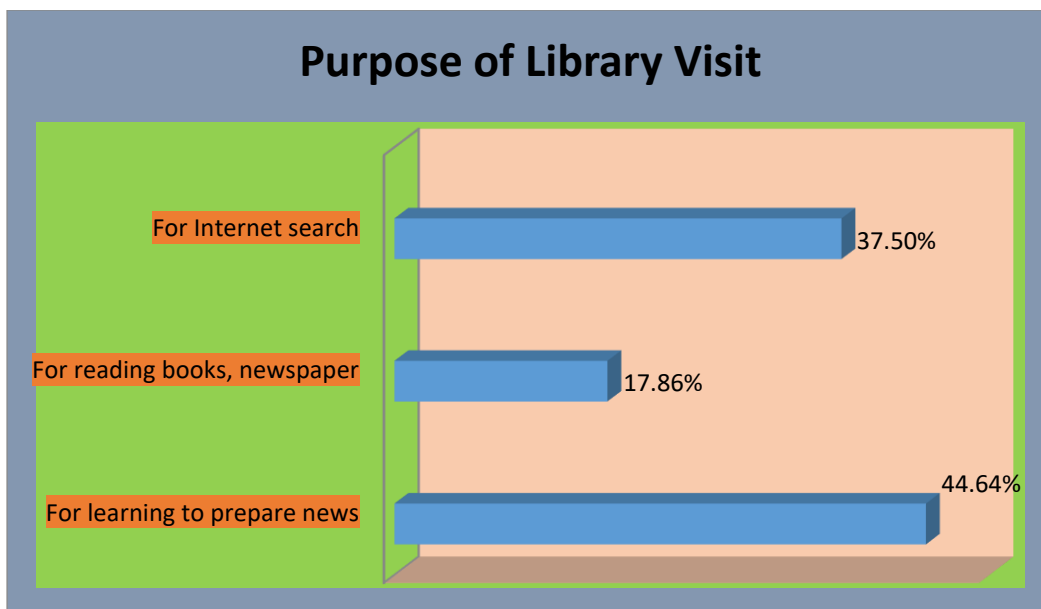| Library visit Purpose	No of Respondents	Percentage (%)
To prepare news and feature articles	**25**	**44.64**
For Internet search	21	37.5
For reading books, newspaper	10	17.86
Other purpose	0	0
Total	56	100.00

Fig.- 5: Purpose for Library Visit

4.16 Search Strategies adopted for Media Professionals for Searching /Seeking Desired Information

Media Professionals adopt various strategies to search desired information for his professional assignments. The survey results reveals that out of 56 respondents, 42(75%) respondents visit library for searching on Internet which is followed by 6(10.71%) respondents takes help from library person whereas, 5(8.94%) respondents access online resources from library and 3(5.35%) visit library to discuss with colleague (Table-6 and Fig-6).

Table 6: Search Strategies Adopted of Searching/ Seeking Desired information (N=56)

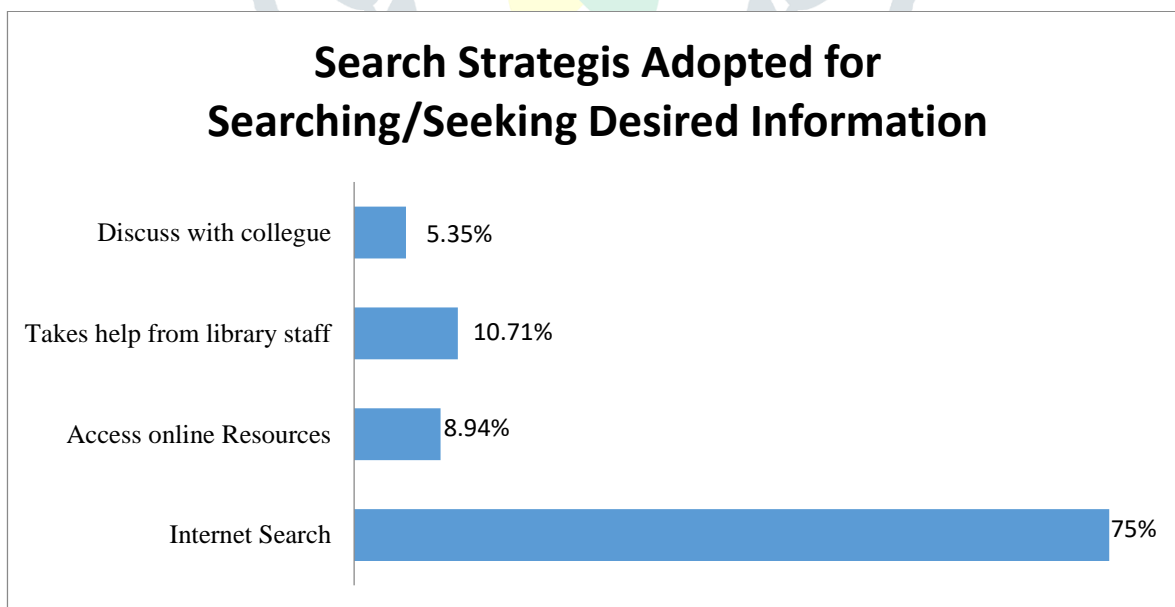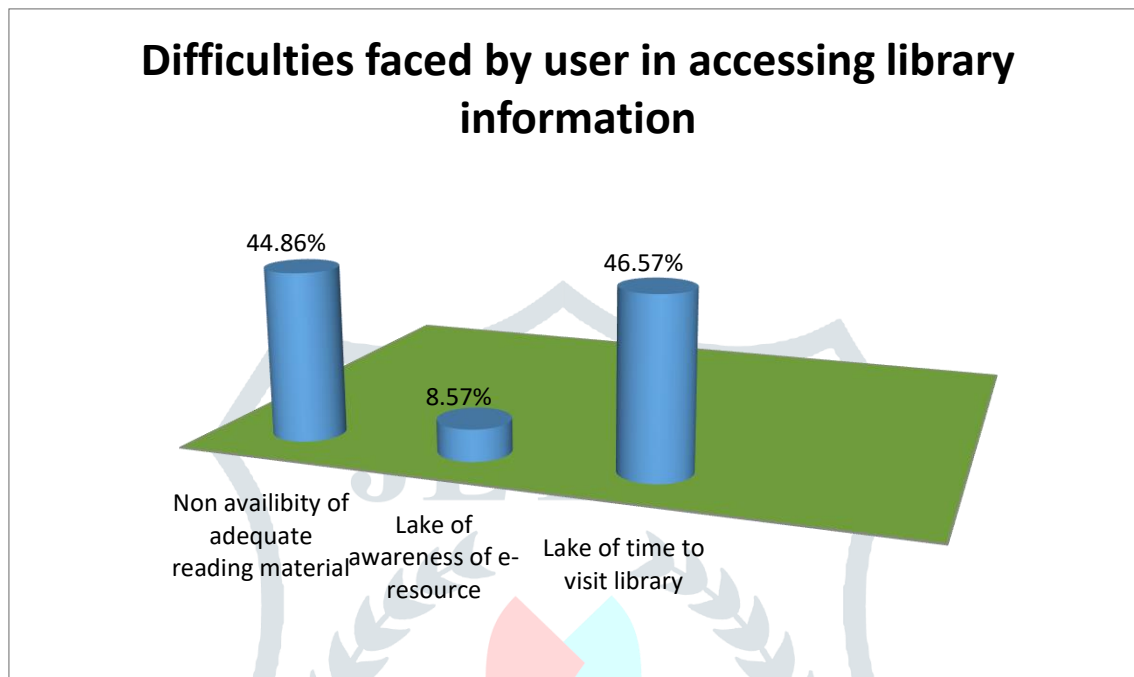| Search Strategies	No of Respondents	Percentage (%)
Internet Search	**42**	**75.0**
Access online resources	5	8.94
Takes help from library staff	6	10.71
Discuss with colleagues	3	5.35
OPAC/Catalogue	0	0
Total	56	100.00

Fig.- 6: Search Strategies Adopted for Searching /Seeking Desired Information

4.17 Difficulties faced by users in accessing to library information

The survey findings as shown in Table- 7 which reveal that out of 56 respondents 26(46.42%) media professionals facing problem because of lack of time which is followed by 25(44.64%) because of non-availability of adequate reading material whereas 5(8.94%) facing problem because of lack of awareness of e-resource. And all library staff co-operate their media person (Table-7 , Fig-7).

Table -7: Difficulties Faced by Library Users in Accessing to Library Learning Resources (N=56)

Types of problem	No of Respondents	Percentage (%)
Non availability of adequate reading material	**26**	**46.42**
Lake of awareness of e-resource	25	44.64
Lake of time to visit library	5	8.57
Non co-operation from staff library	0	0
Total	56	100.00

Fig.- 7: Difficulties Faced by Library Users in Accessing to Library Learning Resources

V. Suggestions and Recommendation

1. The authorities should put special attention to the all-round development of the Media Libraries of Silchar and most especially they are to accept the adoption of IT application in libraries;
2. The Libraries which located in silchar do not have good ICT infrastructure and they have little ICT infrastructure to work in standalone systems. So, there is need to develop ICT facilities in media house libraries.
3. The library professionals also need to accept the changes with the latest developments of IT Application in Libraries and should start automation in Media House Libraries;
4. The pay scale and status of the Media professionals should be enhanced and should provide equal Standards with other institutions/organizations;
5. The library professional should be given freedom for independent work of the Media Professional of Silchar;
6. Library professionals should have ready assistance from computer engineers;

VI. Conclusion

Media professionals are using Library extensively for the professional as well as academic assignments. They are heavily dependent on the resources available in Library. As we know that many e-resources are available to the university libraries of India under different consortia and many resources are available on Internet as open source resources. For making optimum utilization of resources, the library users particularly media professionals must get adequate training for using e-resources and accessing to the library resources available to the media houses. In view of knowing the extent of Library Usage by media Professional, this study has been carried out and the findings are very much interesting.

The present study is based on the survey of Use of Library Learning Resources by the Media Professional of Silchar. The survey findings are interesting and reveal the Library usage pattern among media professional of Silchar.

The paper also highlights the important survey findings in respect of demographic profile of Media professional and also highlighting their Library and e-resources use pattern. The paper also highlighted some problems in accessing to information from Library and put forward some suggestion for the overall improvement of the Library usage pattern of by Media Professional.

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About the Authors

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Brief Biography of Prof. Manoj Kumar Sinha, Dean Swami Vivekananda School of Library Sciences & Head, Dept of Library and Information Science , Assam University, Silchar

Prof. Manoj Kumar Sinha, Ph.D. (b.1965) did Graduation, Post –Graduation and obtained Ph.D. Degree in Zoology, Library and Information Science from T.M. Bhagalpur University, Bhagalpur. Besides this, he has acquired B. Ed. Degree from Annamalai University in 1995 and also did Post-Graduate Diploma in Higher Education from IGNOU, New Delhi in 2002. At present he has been working as Professor in the Department of Library and Information Science, Assam University, Silchar and he has been appointed as the Head of the Department w. e. f December 11, 2009. Prior to this he served the Assam University, Silchar as Assistant University Librarian from January 30, 1997 to January 30, 2003 and Assistant University Librarian (Sr. Scale) from January 31, 2003 to November 18, 2009 and as Reader, Department of Library and Information Science from November 19, 2009 to November 18, 2012 and as Associate Professor from November 19, 2012 to November 18, 2015.

Recently he has been promoted to the Post of **Professor** in Library and Information Science w. e. f. November 19, 2015. After his appointment in Professor , he has also been appointed as the **Dean of Swami Vivekananda School of Library Sciences** , Assam University, Silchar w. e. f. March 8, 2018

Before joining Assam University, Silchar, he served as Librarian in Jawahar Navodaya Vidyalaya, Gorakhpur (Navodaya Vidyalaya Samiti, Lucknow Region, Dept. of Education, and Ministry of HRD, Govt. of India) from February 15, 1993 to January 28, 1997. Before coming to library profession, he worked as JRF and SRF in Life Sciences under the CSIR Sponsored Research Project entitled "**Ecology and Phytochemistry of Biocidal Plants of Santhal Parganas, Bihar**" at University Department of Botany, T.M. Bhagalpur University, Bhagalpur.

He has published about more than 300 research papers and articles in the areas of Library & Information Sciences , Botany, Zoology and Environmental Sciences, His areas of interest are Traditional Librarianship, Academic Library System, Public Library System, HRD issues, Users Study and Users Education, User Empowerment through ICT, Quality Management, Knowledge Management, Library Automation and Networking, Digital Library, e-learning, Indigenous Knowledge System etc.

He is life member of ILA, IASLIC, UPLA, SIS, MANLIBNET, JILA, Assam Library Association, FBAI, and actively associated with research and academic work. He is Member of Board of Post-Graduate Studies in Library and Information Science, Member , School Board of School of Information Sciences; Member , Swami Vivekananda School of Library Sciences (Feb 2011) ; Member of Academic Council; Assam University Court since December 2009. His biography has been included in many Biographical Directory of National and International importance. He has been associated with few journals as a Member of Editorial Board. He served as reviewer for few Indian and foreign journals. He has been awarded Excellence Award in August - 2016 and Achievers Award for Best Paper from Modern Rohini Education Society, New Delhi in January-2017.

He has guided nine M. Phil. Students and 47 Masters of Library and Information Science students and also nominated as a Subject Expert in sister departments of Assam University. Since 2013 IPP Course Work programme has been introduced in the department and now he has been supervising 08 Ph.D. and 04 M. Phil. research scholars. 07 Ph.D. Scholars have been awarded Ph.D. degree and one scholar has submitted his Ph.D. theses for evaluation. Eight M. Phil Scholars have been awarded M Phil Degree. Currently one M Phil. and six Ph.D. research scholars are working under his supervision. He has also been associated with many universities of India and served as Subject Expert for evaluation of M. Phil/ and Ph.D. Theses; CAS promotion , direct appointment etc. He has also been conducting P G Practical Examinations, in Central and State Universities and acted as a Paper Setter and paper examiners etc. He has been regularly invited by the NERO, UGC Guwahati for evaluating Minor Research Proposals (MRP) and Seminar Proposals etc.

He has wide experience in organizing events like Book Fair and Exhibition and also organized PLANNER-2005, Seminar on Digital Library Management (2008), Librarians Day and Organizing Orientation Programme for Fresher' regularly since 1997 on behalf of Assam University Library. Recently he has successfully organized National Seminar on Collection Development (NSCD-2011) in collaboration with Central Reference Library, Kolkata (Ministry of Culture, Govt. of India. He also organized Four Day National Training Programme on Application of Open Source Software for Library and Information Services. He has been Convener of Five Days National Workshop –Cum-Training Programme on Application of Cloud Technology in Library and Information Centre (NW-ACTL-2018). He has been actively participating contributing and presenting Invited / Contributed Research Papers in National and International Seminar/ Conferences, attended several Training Programmes and Workshops pertaining to ICT Application in Library and Information Services. Besides this he has honour of Chairing Technical Sessions in many Seminars and also acted as Rapporteurs, Rapporteur General in SIS -2012 and PLANNER-2016 and Chaired technical session in many Seminars and Conferences. He has been invited as Resource Person for Invited talk on diverse topics in Seminar, Workshops, Conferences and Refresher Courses from many Universities located in North Eastern Region and rest of India. He may be contacted at mksinha1965@gmail.com, dr_mk_sinha@yahoo.com, Mobile: 09435231672