



LIBRAY PUBLICITY PROGRAMME FOR ENCOURAGING LIBRARY USE

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Abstract:

Now a day's libraries are undergoing the revolutionary changes with the new technologies. The use of Computers and Internet related technologies libraries changed the ways of library user's interaction with the world, information and each other. So for librarian it is become very necessary to publicize his library, but this publicity should not be centered on the new technologies of the library but also the overall library functions which are carried out traditionally.

INTRODUCTION

Library publicity is necessary for interpretation of library services to fulfill the Ranganathan's third law of library science i.e. Every Books its Reader. The aim of the library publicity is to identify the user, find out and fulfill his/her need, wants, demands by giving appropriate information or source of information. The main focus of this concept is the user and goal is his/her satisfaction.

Why Library Publicity programme?

- 1.To promote the use of information resources.
- 2.To create perception of need.
- 3.To create demand.
- 4.To ensure the optimum use of information.
- 5.To improve the image and status of the libraries and library professionals.
- 6.To cope with the information explosion.
- 7.To save libraries from devaluation.
- 8.To save libraries from declining reader-support;

Library Publicity programme for College:

The Library Publicity Programme should be organized in the following way:

- a)Through the personal contact between librarian and individuals and groups of faculty members, nonteaching staff, Management Committee members, and the students.
- b)Through the dissemination of information about the library among the alumni, friends of library users, guests.
- c)Through the media publicity is possible. Library should disseminate information through the Annual Report, Library Handbook, College Prospectus, Local Newspapers, Book Exhibition, Book Displays and College Magazine.

Books lists of new arrivals can be prepared and issued monthly so that the interested students and teachers may know whether those books are useful or not.

BOOK DISPLAYS & EXHIBITION:

Book Displays and Exhibition are common features of library publicity. Book Displays and Exhibition are helps to publicize little known or rare books in the library, to promote interest in field of groups of subject's fields, to call attention to a specific college's special occasion like college foundation day, to encourage reading hobbies, to publicize research and other activities of faculty.

INTERPRETATION OF LIBRARY SERVICES:

Students and faculty members must know about the services available in the library, for that interpretation of the library services is important. Librarian should work out the interpretation of library services plan using talented student's help to arrange exhibition, to do art and sign work, and to keep library attractive. Students must know what is Book Bank Service, Inter-Library Loan Service, Current Awareness Service and other services available in the library.

MEDIA PUBLICITY:

To publicize library and its services among the users various media of publicity are available in the college. Students Library Handbook, Annual Report, Book List of New Arrivals of the Month, College Magazine, and Prospectus can be used for library publicity.

ORGANIZED PUBLICITY:

Dr. B. K. Dutta suggested that an academic library should be creative through organized publicity. The steps of organized publicity are as follows:

1. Check the students who are attending the library and their reading materials against the courses taken up by them.
2. Find out those non-attending students and study their community or group interest with particular reference to their special interest, chief characteristics and other touchy areas and take help of a psychologist to discover the different ways of tackling them.
3. Arrange publicity accordingly not in the old fashioned style but in an organized way so as to have special significance and special purpose.
4. Encourage greater personal contacts between the users of the library and library officials.

ESTABLISHING PUBLIC SERVICE DEPARTMENT:

To establish a Public Service Department in college library is essential for the development of healthy relations between the librarian and authority, the library and the faculty, the library and its staff and lastly librarian and students to ensure communication with them. A good public relation programme is important for a college library. It is advantageous to highlight certain services. A college magazine can serve as a good publicity medium for the library. Everyday contact with students is more important than any other type of library interpretation. Library Use Instruction should be given to the first year students at the beginning of the every academic year, so they know resources and services of the library.

The library website:

The website of the library must contain detail information about the library, its collection, subscriptions, services, rules etc. The website should be updated regularly. There should be an e-mail link for making contact to the librarian directly.

LIBRARY PROMOTION DIVISION:

Library Promotion Division is also very important aspect in library publicity. Promotion means to inform the library users that what library do and what library can do. This division helps in increasing library use, increasing value of the library. This division helps to enhance the image of the library, and encourage the use of the library. It creates awareness about the sources and library services which are available in the library.

CONCLUSION:

Publicity of library and library services is much required; if we want students and faculty members come to library. The library staff should be aware with the latest techniques for providing all the modern services to students. Publicity programme is also important to increase the use of library and to increase the reading habits of among the students. So the Libraries must use publicity programme to understand the needs of library users and implement a plan efficiently to fulfill that needs. The ultimate aim of publicity here is to provide the right information to the right user at the right time.

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