

Communication Skills and Library Service Management

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Abstract: This article identifies and discusses the necessary skills and knowledge. The management of libraries and other institution as well as brought about by the assistance of communication linking manager and employees is of great importance. Based on user approval librarians and librarians, managers administer their communication managers in this process .The perceived need for skills in these areas may reflect the increasing interdependence of library team work-In addition to this, the core communication skills applicable to include the usefulness in a library like professional knowledge, on-verbal communication, negotiating and competence in presenting and amplification in sequence and basic listening skills. Research meaning of the conventional library science in the Communication skill and library service Management.

Descriptors: progressive, tremendously, necessary, receptive, institutional.

Introduction

Library Management is a progressive proposal, although the activity may seem like just an administrator, for the success of collaboration between librarians and administrator, observance, and therefore effective communication is tremendously important detail. The Communication process is the theme of this conference and all the indications are that it is becoming increasingly necessary for the librarian to be an active communicator, au fait with a wide range of communication skill. It is most important to learn to access, analyses, apply and evaluate such information.

As the traditional custodians of information librarians need to be aware of the implications of these changes and develop scientific and managerial skills which will enable them to make effective use of information and to meet their organizations' changing information needs. As society becomes more dependent on, and receptive to, more sophisticated means of storing and disseminate information, so must those responsible for the utilization of this information, librarians and information scientists, become more ready to facilitate access to information. Information, data, knowledge, whatever we call it, is of no use unless it is being process by a human mind, and it is our function to get information out of store whenever necessary, and to bring out minds and those of others to bear upon it. Information is one of the little raw equipment which there will never be any shortage - it is a resource which we have so far scarcely begun to exploit: Indeed, these two groups to ensure that users content with library service designed to constantly are in communication and information transfer into each other at the right time required to transmit. Many librarians lack poise in face of increasingly information knowledge. It is vital that they be kept in touch with modern developments and maintains a proactive approach to their work in an ever-changing information world. Today we lead our lives in a world where information and knowledge are a momentous force in shaping society, and necessitate more sophisticated skills.

Definition

The process of sending and receiving messages through verbal or nonverbal means--speech (oral communication), writing (written communication), signs, signals, or behavior. Adjectives: communicative and communicational.

Communication Involves Three Components:

1. **Verbal Messages** - the words we choose
2. **Para verbal Messages** - how we say the words
3. **Nonverbal Messages** - our body language

These Three Components Are Used To:

- 1. Send Clear, Concise Messages**
- 2. Receive and Correctly Understand Messages Sent to Us.**

Subsequent are soft skills necessary to become a triumphant library professional

Skills For Librarians

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.

Listen and interactions skills: - By watchfully listening to users' he/she can identify the exact requirement and then provide the service accordingly. Command on language especially English and also regional one will recover the communication. Superior communication skills also require understanding people, self-confidence.

Interpersonal and community relations: - Librarians have to deal with all level of people like Management, users, colleagues in library, vendors etc. When you work in large organization, which helps in organization the library and providing better services to everybody. It also helps to bond with users and vendors too. Also gives ability to work with other professionals

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

Negotiate and guidance skills & Teamwork: - These skills are required on special occasions such as handling bulk purchases, specific database etc. Also some times in delicate situations like library committee meetings or avoid undue necessities from arrogant users etc. Library management particularly the big library is team exercise.

Script and training skills: The librarians are sometimes asked to submit/help in writing research proposal/ business proposal/project report, this is essential for new user orientations or in case new service is introduce such as online database search.

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

Arrangement skills: library group meetings and even in daily work which represent the library management generally for users. It not only emphasizes the individual skills but also from library presentation by means of its decoration, user's guides, and library ambience.

All the students Communication Skills course should be able to:

- Use study techniques to lessons, store and use the information and skill.
- Apply the various system and process second-hand by the institutional library to investigate and retrieve information.
- Snoop actively and create accurate complete and accurate notes.
- Know writing books and resources and retain the information gleaned therein.
- State them plainly using the written word.
- Perform well in examinations and tests.

Basic Elements of Interpersonal Communication

Communication Skills: - Communication skills can have a large impact on your achievement in both your production and personal life. Announcement skills educated at an early age will provide you with the skills that you need to interact successfully with a wide variety of citizens and situations, while a lack of communication skills will make it more difficult for you to get what you want out of life.

The four major communication skills:

- 1. Communication Skill – Thinking**
- 2. Communication Skill – Listening**
- 3. Communication Skill – Speaking**
- 4. Communication Skill – Nonverbal Communication**

1. Communication Skill Thinking:- Thinking as being a communication skill, but having a clear idea of symbolic internal reality you want to convey to another person or group of people is the beginning of effective communication. If you don't have the idea straight in your own mind, don't be surprised if others get a different idea from your communication than what you thought you intended to say.

2. Communication Skill Listening:- Effective listening allows you to enter the reality of the other person and understand what their internal symbolic reality is. Only when you do this are you able to communicate effectively by understanding what they are sharing with you, even if it is very different from your personal perspective.

3. Communication Skill Speaking:- The third communication skill that leads to effective communication is your selection of words and the voice tones that you use when you speak them. While this may be the part that most people concentrate on, research has revealed that non verbal communication has more impact than the actual words that you use. In fact, the non verbal portion of the communication can actually change the meaning of the words that you say.

4. Communication Skill Nonverbal Communication:- Nonverbal communication is the communication skill that usually receives little thought because it happens automatically. We actually learn to communicate nonverbally at a very young age (a baby crying) and are able to communicate quite effectively using only non verbal communication. It is more detailed information about nonverbal communication.

Interpersonal Skills for Effective Library Management

- 1. Personal Skills**
- 2. Professional Skills**

1. Personal Skills:

Librarians also need computer skills and they should know how to preserve the documents from damage. Management skills may also be useful, as librarians are involved in team management Librarians need to be:

- helpful
- Maintain keenness
- agreeable behavior
- cooperative and patient when industry with users
- able to remain still and polite under trauma
- correct, quick and competent
- able to work on their own
- forceful
- Able to ask for help if it is wanted.

2. Professional Skills:

- **Sound work habits**
- **Professional knowledge**
- **Good listener**

Sound work habits: - The librarian is a technology application leader who works with other members of the information management team to design and evaluate systems for information access that meet user needs. Where required, the librarian provides instruction and support so that end users can make optimal use of the information resources available to them. He

should be capable of working in the hybrid world of print and electronic media and providing the best mix of information resources in the most appropriate formats for the environment.

Professional knowledge:- Professional knowledge here relates to the librarian's knowledge in the areas of Information resources, information access, technology, management and research and the Ability to use these areas of knowledge as a basis for providing library and information Services.

Good listener:- Two ears one jaws - we were given two ears but only one jaws. This is because God Knew that listen was twice as hard as talking. People need to perform and acquire skills to be good listeners. Information is an intangible essence that must be sent by the Speaker and received by an active listener.

And other Professional Skills: Negotiating, Networking, Information Technology for Information storage and Use, Leadership, Teamwork:

The following Three categories of competencies required of librarians have been collected:

1 - Communication and Study Skills

- In talking skill and Public relations
- Team work to be like-minded with
- education and knowledge skills
- easy to use

2 - Information knowledge and Organizational skill-

- fundamental Level: PC, Windows
- Internet in sequence
- sophisticated: HTML,
- web page design,
- system design,
- Project management skills
- Information technology management
- instant management
- manufacturing to approach
- Analytical skills
- Global approach / dream and guidance
- Knowledge of international values

3 – Responsibility

- Intellectual interest
- Professional Responsibility
- suppleness
- Multi-disciplinary and multi-faceted skills
- consumerist approach

Conclusion

The main aim of the librarian will maintain to be to bring in jointly person beings and evidence knowledge as prolific association as is humanly possible. It is also significant that library users play a part in ensuring that libraries deliver the service that is needed. the service that is needed librarians welcome the occasion to find out what readers want and to better understand how to deliver relevant and timely services. Recognition with the library work of librarians, to embrace and adapt to change in the goals is tremendously significant to know and act consequently.

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