Communication Technology: A Boon to Libraries

[1]Gangadharaiah G, Swetha Yadav B[2] & Nalini B[3]

[1] Information Scientist, Sri Krishnadevaraya University, Anantapur, A.P., India.
[2] JNTU, Anantapur, Andhra Pradesh, India
[3]S K University, Anantapur
E-mail : ganga_scientist@yahoo.co.in, swetha.yadav70@gmail.com

***Abstract* – The present paper aims at communication and Information Technology system and its impact on libraries in acquisition and disseminating the information. The tremendous advances in IT, especially in computer and telecommunication technologies have dazzled the information age. Telecommunication and the computer were the introduction of on-line services which change the entire environment of the traditional library services in the world. Communication is the supreme activity to pass the information from one to another. The paper also discusses the communication technology and its uses to libraries in providing electronic services through web.**

***Keywords— Computer, Communications-libraries, Communications, Communications Technology* .**

I. INTRODUCTION

Ever since human being its inception, communication exits to play its role in transferring information through some mnemonics from a person to other person. Knowledge shared through communication is called information [1]. Unless, knowledge is transferred, it cannot become information. To transfer knowledge, the process of communication is necessary. It means information activated by communication [2]

Singh (1993) opinioned communication and information are closely related. Information being communicated must have a meaning for action or reaction. As such information has no value until it is communicated [3]. In present scenario of ICT, information is to acquiring, Sharing and disseminating. Communication Technology is indeed playing a vital role in accelerating the process of disseminating information to end users.

The fabulous rate of new development in computing and telecommunications technology has forced a transition to new mode of operation of libraries. According to Bough, Noun (1995) the concepts of information and Communication is inversely related. The tremendous advances in IT, especially in computer and Telecommunication technologies have dazzled the information age. Telecommunication and the computer were the introduction of on-line services which change the entire environment of the traditional library services in the world [4].

The development in technology with application of Information technologies for the development of mankind in the society because, information is a constitutive force in the society [5].

Technology some time become curse on society when one cannot make use them for proper utilization. The main object of the present paper is to discuss on communication technology and its offshoot technologies and how these are useful to libraries in providing information through communication technology.

II. SIGNIFICANCE OF THE STUDY

Communication is the supreme activity to pass the information from one to another. It is more in the case of Libraries means of ICT. Impact of IT environment in the communication sector, the dissemination of information became very easy. But it is very difficult to maintain such intangible information for future generations. For that new methods are to be designed to protect such information from threats. Hence, the present study.

III. METHODOLOGY

The data for the present study is collected by surfing on the Internet with key words ‘communication technology’ and it is also collected from secondary sources include theses, articles.

IV. COMPUTERAND COMMUNICATIONS COMBINE

In the year 1990, computers and communications started to fuse together, beginning a new era within the Digital Age.

The result was further developments, which have not ended yet. With these two combinations, the information explored abundantly all over the world and accelerated the process of isseminating the information.

V. PROCESS OF COMMUNICATION

According to Singh (1993) communications is the process of transferring meaningful information; say a message, signal, expression or gesture through the medium of oral, documentary or audio-visual from one person to another. A human communication system like electronic communication system has five basic elements namely Source, transmitter, signal, receiver and destination which Are shown in Figure-1.

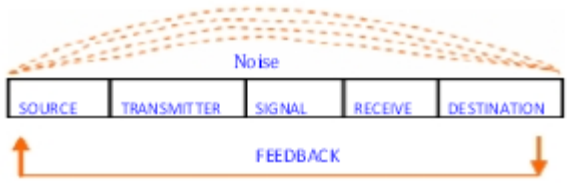


Figure 1: Communication Process

Source is speaker who has some thought, need, idea, or information to transmit; mouth or bodily movement is the transmitter; signal is the speech message or gesture; receiver is the ear or eye; and destination is the listener, who understands the meaning of the message. Noise acts as a barrier and reduces the accuracy of the communication. Noise should be reduced at all stages to make the message a meaningful. Feedback enables the source to know whether or not; the message has been received and interpreted correctly [6].

VI. COMMUNICATION TECHNOLOGY

Communication technology plays a key role in information passing. The fabulous rate of new development in computing and tele-communications technology has forced a transition to new mode of operation for libraries. According to Bougnoux (1995) the concepts of Information and communication are inversely related.

Increasingly, information is being created and offered in a digital format without ever migrating to a paper format. Technology is making the difference and transforming the process of knowledge creation, acquisition and distribution [7]. Significant development in information and communication infrastructure is facilitating the creation, distribution, and use of knowledge by others.

The advent of electronic communication has extended the potential role for libraries in the information society. The tremendous advances in IT, especially in computer and telecommunication technologies have dazzled the information age. Telecommunication and the computer were the introduction of on-line information services in the late 1960s. The USA plays a significant role in Pioneering these on-line services in different disciplines at the international level.

Information is not only transmitted through normal channels, but the informal methods of communication are also used. Thus, the computer and communications are Burgeoning in the developed nations. They are electronic publishing, electronic mail, teleconferencing, tele-text and videotext" [8]

VII. ELECTRONIC INFORMATION

Emergence of Information and Communication Technology [ICT] and its offshoot technologies includes Internet, World Wide Web [WWW], Web-portals and GroupWare have made a significant impact on the work culture and potentially of libraries and information centers worldwide. Internet offers a platform to present the information. The relatively stable information is being vigorously shaken today by two significant changes related to information provision and access. Firstly, a major portion of current information is produced in electronic form and secondly, the information production, publication, distribution and access are made over global computer networks which are exemplified today by the Internet. Moreover, proliferation of network enabled electronic information products exerts ever increasing pressure on traditional libraries. Traditional libraries, in turn are committing larger portions of their budgetary to either procuring or accessing web-based full-text search services like CD-ROM products online databases, multimedia products, and so forth [9].

The development of online information system and optical storage technology, particularly CD-ROM made the greatest impact on knowledge where the information has been emerged as a key resource. The bibliographical and full text databases are now available on the international networks. These global information highways became a viable option for health of science information users.

The last two decades witnessed for significant changes in libraries due to the emergence of IT in communication system. The changes occurred in two important functional areas of libraries which include information services and information sources. Hence, the communication in the present environment is a boon for libraries in general and university libraries in particular.

VIII. CONCLUSION

Significant development in information and communication infrastructure is facilitating the creation, distribution and use of knowledge by the others. The advent of electronic communication has extended the potential role for libraries in the information society. Information is not only transmitted through normal channels, but the informal methods of communication are also used. Thus the computer and communication are burgeoning in the developed nations. ICT and its offshoot technologies are boon to libraries in acquiring and Disseminating information to end users. Though the communication technology uses are increased day by day, proper utilization yet to be improved by providing infrastructure to libraries in order to accelerate the process information through communication networks

IX. REFERENCES

[1] Gangadharaiah, G, "Use and Management of Information Products and Services in University Libraries: An analytical study", a Ph.D thesis, Dept of Library and Information Science, S K University, Anantapur, India. 2009.

[2] Braman, S."Defining Information: An Approach for Policy-makers". Telecommunications Policy. 13(1);p. 233-242.1989

[3] Singh, Mohinder. (1993). Library and Information Management: Theory and Practice. Bombay; Himalaya.p.258

[4] Bougnoux, D,"Information and communication sciences. Paris; Hachette publications.p.143.1993.

[5] Webster, N.(1978). Third New International Dictionary. USA;Delair. p.1160.

[6] Singh, Mohinder. (1993). Library and Information Management: Theory and Practice. Bombay; Himalaya.p.258

[7] Bougnoux, D,"Information and communication sciences. Paris; Hachette publications.p.143.1993

[8] Amudhavali, A, "Information Technology and Access to Information Technology. Bombay; Himalaya. Pp.5-220, 1996

[9] Arora, Jag dish, "Network enabled digitized collection at the Central Library, IIT, Delhi", International Information and Library Review, 36 (1); pp.1-11, 2004.

◈◈◈