



WHY COMMUNICATION AS AN EFFECTIVE TOOL FOR MODERN LIBRARY USERS IN : AN APPRAISAL

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Abstract

This paper is an attempt to highlight the importance of communication to the library users in the current scenario. Communication is a process to share ideas, feelings, emotions, knowledge and information in day-to-day life, in that such way it plays a vital role in one's life. Also through regular drills, the manner of talking and enhancing relationship through communication can also be developed.

Keywords: *Verbal Communication, Aptitude, Intellect, Free-Reading, Conversation, Aspiration, Eloquently.*

The term 'Communication' is said to be a part and parcel of every individual's life. According to Dr.R.Senapathi, "All individuals need to communicate to share their knowledge and information with others" (P1). But the level of effectiveness lies on one's personal communication skills, i.e. in friendly ties, familial relations, workshop methods, library usage, life-styles & cultural leanings and research pursuits. Truly speaking, the better are one's communication skills, the better is one understood by a person.

The general forms of communication are very much in use are oral or verbal or even written communication. Whatever may be the forms of communication either personal or professional, communication skills function as a vital tool for convincing commercial into success. In the words of T.S. Matthews, "Communication is something so simple and difficult that we can never put it in simple words" (P1). Peter Little goes one step further by defining Communication as follows:

"Communication is the process by which information is transmitted between individuals and /or organizations so that an understanding response results"

'Communication' is nothing but the art of transmitting information, facts, ideas and opinions but also emotions. In simple terms, communication is a process in which people share their feelings, ideas and opinions with other people. As Yoder, Hugenberg & Wallace put it, "Communication is the use of verbal and non-verbal communication between people trying to create shared meaning". Truly speaking, one who is interested to communicate has to communicate with friends, family members, neighbors, strangers and people around them, now communication takes a strong roots and that stands in information technology field, digital library networking system and other administrative activities. William Scott in his book *Organization Theory* gives a definition as:

"Administrative Communication is a process which involves the transmission and accurate replication of ideas ensured by feedback for the purpose of eliciting actions which will accomplish organizational goals"

This description highlights four important points as such

- i) The Process of Communication Involves The Communication of Ideas
- ii) The Ideas Should Be Aptly Replicated or Reproduced In The Receiver's Mind
- iii) The Receiver's Response Is Well Communicated Back To The Transmitter By Way of feedback
- iv) The Very Purse of Communication Is To Elicit Response or Action Oriented Reply.

Everyone has the ability to speak or engage in a conversation, there is something besides the mere words

In a talk which counts a lot in effecting good results through conversation Communication by all-especially library users. Commonly speakers, many speakers or communicators are found ignoring purposefully their hearers, staring over their heads or as the floor. They seem to be seen delivering a soliloquy making it clear to the effect that there is no sense of Communication, no give and take attitude would kill a conversation and it also kills a meaningful



speech is all respects. Good delivery in conversation tone and directness gets enlarged by that tone. A good communicator is advised not to imitate others. If a speaker speaks spontaneously, he/she will speak differently from anyone else in the world.

If a communicator wants to talk with his/her co-visitor to the library for reference work, he expects them to stand and talk back to him for a while. In case if the user rise some questions your delivery of answers should be quick at once. This sort of friendly approach in the library makes the user or the visitor to boost up their communication skills. There are few things that all library users do unconsciously:

1. they stress the important words and subordinate the unimportant words
2. they give the same amount of attention to every words like 'the', 'and', 'but'
3. they allow the pitch of the tone to rise and fall like a child does
4. they are deep enough in expressing important ideas through conversational practice in English.

In the beginning, the untrained speaker or communicator may face problem while speaking. "One person may talk much too fast, another may stutter hesitantly, while a third person speaks just above a whisper in an almost inaudible voice"(Rogers 43). Overcoming such problems is just a matter of training step by step. The best way to drill oneself for communication is to practice with a simple uncomplicated matter or story with a beginning, middle and an end. In short, he has to narrate an incident or a life situation or even with jokes.

There is no doubt that in the beginning at any point the speaker may lose control in his speech. Whenever a speaker speaks to a group, standing before them in a classroom or in library, there is an implied as well as psychological distance. The intimacy of the one-on-one experience is gone because he is in the presentation mode. Human brain is divided into two hemispheres, right brain and the left brain. The function of the right brain is to make all adjustments in spatial relationships and the left brain deals with words and language. The usage of non-verbal fillers as such 'er', 'ah', and 'hmm' can also be a problem for inexperienced communicators. Also it is extremely discomfiting to have a half second of silence in between their speech in public. Instead of maintaining silence some people use non-verbal fillers, sometimes this may comfort the speaker but it drives wild and irritation to the audience.

A Speaker May Choose A Topic That Falls Into any of The Following:

1. A talk or speech on any political issue,
2. A talk or speech on a part of your job,
3. A talk or speech on supporting a charity,
4. A talk or speech on one's professional growth,
5. A talk or speech on discussion in a restaurant,
6. An enlightened communication may effect a sense of sharing, try something new, learning how to do a procedure, understand an idea, share one's experience, feeling of intimacy and unity, respond generously with a commitment of time/money, unite behind a particular action of forming a committee and cherish human value-added relationship.

In the modern educated society, library is out and out indispensable, and reading books or magazines or newspapers is considered to be one of the best part of recreations, for which communication is found to be imperative tool in all healthy attitude, optitude and approach towards achieving the goal of using library facility available in the so called modern library with Wi-Fi connectivity and modern technological networking system.

In these modern days, one must come forward not only to read so as to abreast of the times, but also keep friendly ties with the library users. Through books, magazines and newspapers we collect all the information, this reduce the conversational practice with others automatically, also reduce the time spent for knowing about men and matters. Library users not only get into the art of maintaining relationships rather intellectually, from the Global perspectives.



Even the poorest man eager for knowledge and intellect from the conversational skill. The one who can spend a meagre amount of money can become the member of library or the user of library so that, one can enjoy reference books. Not everyone can own a reference book because usually it costs much the average men find it as difficult to buy, but the library provide standard reference books which are kept in free-reading room being open to all, for this the user/member have to pay nothing. Reading is not at all necessary for the library users who engage themselves in conversational practice, for those users who have already going through all books, newspapers, and magazines kept for the library users or visitors.

In general, education taught us many things like to read and write, something like science, history, geography and mathematics even some delve into music. But unfortunately the fundamental concept how to manage with mind and emotions to develop and enjoy the fullest of human life is not taught. Students and scholars, young or old, who have not yet accumulated a lot of stress and tension, do exhibit an abundance of energy, enthusiasm, profound joy and unconditional love. These qualities that manifest spontaneously in a student scholar or teacher scholar to demonstrate the truest, unadulterated essence of humanness. No doubt, we are “all born with well-spring of love and joy. These qualities are not emotions but they are all the essence of our existence” (Shankar 1). To nourish and cherish the essence of existence, healthy attitude and approach filled with real taste and involvement in communication or conversational practice with others become absolutely necessary and imperative. Truly speaking, everyone wants to be winner, to quote:

“To change the world, you need only perceive it in a different light” (Staples 11)

Nobody can ever reject the truth in this statement. Subconsciously everyone wants to be successful in life, but some people never realize that there is some process to attain success. If one wants to harvest ‘success’ he needs to achieve supremacy and excellence from the world’s best communicators in both academic and personal loves through effective communication practice.

The library atmosphere is very peaceful and impressive air for the library users. There is adequate information gathered by the visitors in the library through dialogues or conversational practice with the users. That is why communication is considered as a tool for library users in the present scenario.

India is undergoing a major social and economic revolution through information technology of communication and computer networking system. The information technology in many interconnected form is transforming news gathering news gathering and transmission in the premier news agency of the country, the press Trust of India. Besides, it is transforming the system of big hotels, railways, airways and theatre bookings, meter reading and weather forecasting. The personal computer is found marching into the offices where it is replacing paper work and improving productivity, customer service and job satisfaction for some. Thus, information technology and computer networking find applications in almost sectors of our life including business and social sectors. Whatever be the progress of the country, a new trend of providing an information highway through satellites is emerging. Several Networking systems and tele-communication industries in association with space agencies, are planning revolutionary super-high ways in space that would change perceptions of communications and perspectives of time and space.

It is known to each and every one that one of the sine-que-nons of ‘success’ is the ability to communicate one’s thoughts and feelings effectively. No doubt, if one cannot talk well, or speak freely and express on self eloquently and adequately, one will be seriously handicapped in going up the ladder and reaching the top. Speech, the ability to communicate subtle and intricate thoughts and ideas from one to another by making appropriate sounds, is something which the human beings alone among the animal species, have brought to high degree of perfections. So, ability to talk and speak is one of the great gifts of God to man and we are all here to make the maximum and we are all here to make the maximum possible use of this rare gift, that is, talent and ability to communicate. This is out and out applicable to library users in the modern days in the present context and situation. We all know that “knowledge is power” and “ideas rule the world”. But no matter what is the extent of one’s knowledge or how



much ideas are there in one's mind, one will be absolutely powerless and ineffective if one cannot communicate one's knowledge and express one's ideas to others and to the entire world in a forceful, convincing, clear and current manner.

Actually, "reading is very rewarding leisure time activity. It is to the mind what food is to the body" (Dhillion 249). It is a blessing for modern educated men who feels crushed under the pressures of daily life. It is a pleasant hobby and offers diversion from the stresses and strains of daily life. Most cities have well-stocked libraries where there are books on all subjects. Modern man who is hard pressed for time finds magazines periodicals and journals immensely useful. He often complains that there is no time to read a book. But a magazine can be picked up and glanced through even if one has limited time knowledge or information gathered from books can easily be impacted by a good communicator. Just as a good book, a poem or a play opens a whole new world to the reader, a good communication open a new world to the reader, a good communication opens a new vision or a healthy association with another conversationalist or communicator or a visitor or even a stranger. Good conversations or communications are said to be perennial thereby containing wisdom of good and wise men down the ages. Truly speaking, "youth and students of today need a strong motivation and guidance for the choice of profession and success in their career" ("Preface" in *Towards Success*) Good planning and consistent work coupled with effective analysis and understanding will definitely form the basis for a successful foundation in any endeavor, for which communication seems to be highly imperative.

Physically, man is a comparatively weak animal. He cannot naturally run like horse, nor fly like the birds. He is no match in strength for the elephant, the lion or the bear. He has no natural weapons of defiance like the tiger's fangs and claws. Yet he conquers all these strong and fierce beasts, and forces some of them to be his servants. It is "his superior knowledge and intelligence and communicative skill that make him the master of creatures superior to him in physical strength" (Martin 37). The new Millennium is fast witnessing a major, change in business organizations – their practices and strategies brought about by the sudden explosion of information technology. The rules of the game have changed. Organizations either perform to excel or perish. Humanity itself is making a pressing demand on science and technology have reached the people indirectly through the intermediation of the industry and market forces but now it is already effecting the way we think, the way we work and the way we organize ourselves. It certainly continues to be a major instrument in creating wealth, growth, progress and prosperity for the nation and all-round development for the individuals for which communication has to serve as an effective tool that too, in a forceful and convincing manner so as to make the individuals go ahead in education and get ahead in professional career thereby culling information and gathering knowledge through the practice of conversation and communication.

What has to be understood in general is that gaining proficiency in English, which is a second language for us, is not an easy task. Hard work and focused conversational practice alone will help to achieve this goal. It is a universal truth that "face is the index of the mind and eyes are the windows of the soul" (Lata v).

It's an age of changes and challenges; every change is indeed a challenge and every challenge triggers another change. The main cause for this rapidly changing moment is its increased complexity. As the complexities increased human beings are best in making choices. In order to face the future challenges job market is more geared to the needs of tomorrow and constantly seeks to rope with those who not only can successfully negotiate the requirements of the present but may also be able to deal with the upcoming challenges of future.

This is out and out applicable to the library users in all respects not only developing competence and mastery in English but also developing communication skills so as to help them sail successfully through personal interviews as well as job interviews. All library users are expected to master the art of communication and conversational practice to achieve professional competence pursue their goals and cultivate rather richly their other corporate skills so as to stand in good stead throughout their career. To conclude, it may be said that success in this competitive environment depends not just on acquiring bookish knowledge and hard skills, but also on developing



effective communicative skills. So, 'communication' has become almost as an imperative tool for all library users so as to cherish and nourish social and profession relationship.

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