



MEDIA LIBRARIES OF INDIA: ASHIFT FROM TRADITIONAL TO VIRTUAL.

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Abstract:

In India serving the information with 792 channels, among them 392 are news channels, most 24 x 7, the Indian news television and 13,519 news papers genre are booming in the country in English and various Indian languages. The development has already taken place in media Domain. The Traditional closed access libraries are shifting towards automated e-library. The automated one towards the electronics, the electronics to digital and finally and in Digital library and its different aspects / badan barman virtual library. Information and communication technology has revolutionized the concept of Newspaper libraries. Each and every media library is slowly getting digitized. A virtual library comprises digital collections, services and infrastructure to support lifelong learning, Journalism, scholarly communication as well as preservation and conservation of recorded knowledge. Information archiving methods in virtual media library, media library toughing on the different selective government, information, reference, political, social networking, photo, images and video websites. Also given selective information of media archives and information of news clipping services.

Keywords: *Communication Technology, Automation, Archiving, Text processing, User interfaces.*

Introduction

The functions of a newspaper library as J. Lewis in his booklet on “**Newspaper Libraries**” defines it, is “**to act as depository of all information required by the editorial and management departments of a newspaper**”. The definition is rather inadequate. For, it is not enough to store all the material.

Since long back newspaper has been considered as an important source of information. The generation of current and varieties of information in large quantity makes it distinct from other information media. It is frequently used by people from all strata of the society for their current awareness, and is used considerably by the academicians, researchers and practitioners, politicians and administrators, economists, and many others in various fields of knowledge and activities seek information from newspapers for solving day-to-day problems and/or for their research work.



A large number of newspapers published throughout the world with mountain of information create severe problem for the information professionals regarding the storage and retrieval of such information. Considering the specialties and importance of newspaper as information media, the issue is of special concern for the information professionals, several newspaper information retrieval systems and projects in different places of India.

As the revolution in transportation and communication made our physical world smaller and smaller, the body of knowledge which the average citizen needed to make the simplest political or civil decision grow at a corresponding rate. The fall-out from the newspapers, a newspaper library receives tremendous amount of other material. This includes hand-outs, issued by Government, industrial, trade and other organizations, leaflets, booklets, periodicals, acts and bills, memoranda, reports of seminars, symposia, workshops etc.,.

Current Trends in Indian Media Library Services:

The India media industry is growing rapidly at global level with revenues of about **850** billion INR ,is set to grow robustly over the next few years. Revenues are expected to reach **1764** billion INR by 2016. In the present globalization economy, to be competitive and successful, a media enterprises along with other basic resources such as money, materials, manpower also needs high quality information resources. While the library professionals working in a media organization may have more channels to obtain such information sources, it is primarily the responsibility of a media library to cater to the information needs of its contributors. There fulfilling the information needs of media industry professionals like journalists, writers, photographers and content researchers is a challenge as well as an opportunity for the library professionals.

History of the Print Media in India:

The communication of news through oral method was used in early days in Indian Kingdoms. The news and proclamations reached the public through messages. Even the animals like parrots, swan and deer were used for news or information from one point to another. So the process of communication of news by different media was there in India. The inscriptions on walls of temples and copper plates by the kings also played a prominent role in communicating the information.

The modern art printing in India originated in Goa in 1550 and the Spanish coadjutor, Brother John De Bustamante, known as the Indian Gutenberg, was the first printer. The first material printed by him on the Indian soil was ‘Conclses’ or thesis of Philosophy.

The first language printing press with vernacular types was established in 1557 at Vaipicotta.

In India, communication meant primarily for the emperor, got a fillip under the Moghuls. Aurangzeb allowed great freedom in news reporting, but the reports sent by the news-writers were often unreliable and it is said, led to his failure in Deccan.

Some hundreds of original manuscript newspaper of the Moghul Court which were sent by Col. James Todd in 1828 to the Royal Asiatic Society in London show that the papers,



8 inches inside on an average written in various hands, record notices of promotions, visits by the Emperor, hunting expeditions, bestowal of presents and news of similar interest.

The East India Company's news-writers were under control under the Moghal Emperors. There could be no free expression of views or events free communication of news within the prevailing atmosphere of grabbing, favoritism and profiteering

First Newspaper:

The first newspaper in India were started by those who had grievances against the Company and had resigned from it. The first attempt to start a newspaper in Calcutta was made in 1766 by William Bolts, the Well-known author of consideration on India Affairs. He was forced to go back to Europe and there was no one to follow the footsteps of Bolts for fourteen years.

On 29th January 1780, James Augustus Hicky brought out the Bengal Gazette or the Calcutta General Advertiser- two pages, twelve inches by eight, in the City of Calcutta. Popularly known as Hick's Gazette, it wrote sarcastically against men and affairs, especially against the name of warren Hastings. When a malicious personal attack was made against Madam Hastings, the Governor General had recourse to law and published an order depriving Hicky of privilege of circulating his newspaper though the General post office.

The paper's greatness lay in its undaunted and valiant fight for the liberty of the liberty of the press. The paper upheld the freedom of conscience, of education, of speech and of assembly with it considered the fundamentals of human existence. The Indian Gazette, the second Indian newspaper, was established in November 1780. In February 1784, the Calcutta Gazette and Orient Adviser, a quarto size paper, was published in India. In 1785, the Oriental Magazine or Calcutta Amusement was published as the first monthly publication. The Calcutta Chronical began publication in 1786. After 1790, newspapers in India grew in number. The Asiatic Mirror was established in 1794, the Indian World, the Calcutta courier and the Indian Apollo were established in 1795. The Bengal Harkaryu was started by Charles MaClean in the same year. The Telegraph and Oriental star were founded in 1798.

Printing is the basic tool of mass communication, education, storing of information and transfer of knowledge, in spite of the electronic media came into use during the second half of the last century.

The contemporary newspaper has three fundamental functions and some secondary ones. The basic ones are: (a) to inform its readers objectively about what is happening locally, nationally or internationally; (b) to comment editorially on the most important news of the day in order to bring these developments into focus: and (c) to provide the means whereby persons with goods and services can advertise their wares. Some other secondary functions are (a)

to campaign for desirable civic projects and to help eliminate undesirable conditions; (b) to give the readers a portion of entertainment through such devices as comic strips, and cartoons; and (c) to publish informative and analytical features often written by special columnists on issues of topical interest.



Not until 1609 were the earliest known newspapers published. These paper, printed in North Germany, were called **Corantos**, and they dispensed “ tidings, “often about events in other countries. The world” news” was not coined until a century later. Within 20years, newspaper were being published in Cologne, Frankfort, Berlin, and Hamburg, Germany, Basel, Switzerland: Vienna; Amsterdam; Antwerp, Belgium. The Amsterdam papers, Printed in English and French, soon found their way to London. Early newspapers were small in size, usually consisting of only one page. They had neither headlines nor advertising and looked more like newsletters than today’s broadsheet papers with their bold headlines and numerous pictures.

Increasing Importance of Newspapers in India :

For William Randolph Hearst, one of America’s most important newspaper publishers, news was “what someone wants to stop printing: all the rest is advertisements.” Both idealistic and mercenary motive have contributed to the development of modern newspapers, which continue to attract millions of regular readers through the world despite severe competition from radio and television.

Modern electronics, which has put a television set in almost every home in the Western World, has also revolutionized the newspaper publishing process, allowing many more newspapers to be born with better production quality. An increasing number of these newspapers are given away free, their production cost being born entirely by the revenue from advertisements, which are of much grater importance.

List of newspapers in India by readership:

This is the list of the newspapers in India by readership in the three months period of ended December 31, 2014. These figures are compiled by Media Research Unit Council in the India Readership Survey (IRS).

Rank	Newspaper	Primary Locality	Language	Circulation
1	Dainik Bhaskar	Nationwide	Hindi	3,55,7407
2	Dainik Jagaran	Nationwide	Hindi	3,034,560
3	The Time of India	Nationwide	English	2,891,702
4	Hindustan Dainik	Nationwide	Hindi	2,237,243
5	Malayala Manorama	Kerala	Malayalam	2,232,585
6	Amar Ujala	Uttar Pradesh	Hindi	2,018,023
7	Eanadu	Andhra Pradesh	Telugu	1,801,213
8	Rajasthan Patrika	Nation wide	Hindi	1,735,083
9	Daily Thanthi	Chennai	Tamil	1,721,833



10	Lokmat	Mumbai	Marathi	1,476,900
11	Mathrubhumi	Kerala	Malayalam	1,458,796
12	Sakshi	Hyderabad	Telugu	1,439,716
13	The Hindu	Nationwide	English	1,391,550
14	Hindustan Times	Nationwide	English	1,321,807
15	Daily Sakal	Maharashtra	Marati	1,311,884
16	Dinakaram	Chennai	Tamil	1,307,367
17	Ananda Bazar Pathrika	Kolkata	Bengali	1,160,404
18	Patrika	Rajasthan/Delhi	Hindi	1,125,229
19	Punjab Kesari	Punjab/Delhi	Hindi	1,066,461
20	Dinamalar	Chennai	Tamil	893,360

Media of India :

Consist of several types of Indian communications media : television, radio, cinema, newspapers, magazines, and Internet-based Websites. Many of the media are controlled by large, for-profit corporations who reap revenue from advertising, subscriptions, and sale of copyrights material. India also has a strong music and film industry. India has more than 792satillite channels and 13519 leading newspapers and is the biggest newspaper market in the world –over 100 million copies sold each day.

The Indian media was initiated since the late 18th century with print media started in 1780, radio broadcasting initiated in 1927, and the screening of Auguste and Louis Lumiere moving pictures in Bombay initiated during the july 1895 is among the oldest and largest media of the world. Indian media-private media in particular –has been “free and independent” throughout most of its history. The period of emergency(1975-1977), declared by the then Prime Minister Indira Gandhi, was a brief period when India’s media faced with potential government retribution.

The Printed World and the Electronic Invasion:

In the traditional technology, the printed world was the only product. But with the introduction of the computer and the electronic media, the fundamental product was now a data base.



THE PROS AND CONS OF THE ELECTRONIC MEDIA

THE ELECTRONIC MEDIA 'S ADVANTAGES MAY BE LISTED AS FOLLOWS:

1. **Quick Communication:** Electronic media are known for quicker communication
2. **Understanding at a glance:** Visual techniques like pictures, slides etc., enable the observer to concentrate on them to understand at a glance.
3. **Memorising Effect:** Message in a pictorial form may long last in the mind.
4. **Comparison:** Charts and graphs depicting data for various years so that they facilitate easy comparison
5. **Bird's eye view:** Charts, graphs, slides and other visual aids give a bird's eye-view of a given text of a subject matter shown at appropriate time and spot.
6. **Dynamic:** the subject matter of communication may continuously be changing based on activities, work and correspondence.
7. **More revealing and Appealing:** Electronic media are more revealing and appealing to the eyes.
8. **Stimulating:** they can often generate interest by providing a contrast to the written or spoken text of the subject matter.
9. **Saving time:** Electronic media saves a lot of time as very little effort is sufficient to gras to draw meaningful inferences,
10. **Audience Participation:** The participatory approach in communication can be achieved through visual media.

In comparison

Nine Essential qualities of print Media are;

1. **Portability:** Ever since the ancient Egyptians developed papyrus, humans have preferred light- weight documents that could be easily transported and stored.
2. **Simplicity:** Paper-based documents are easily stored and retrieved, although as the number of printed documents grows the organizing systems increasingly more complex.
3. **Readability:** Paper will remain the best display medium for reading textual documents for quite some time to come.
4. **Durability:** Paper books and periodicals can be preserved for long years even without any special measure , like air conditioning.
5. **Longevity:** Printed documents can be read directly but not digital documents, they all require an electronic device and special software to be understood.
6. **Portrait-oriented, Page-Based Format:** Books have existed in their present form i.e. in codex format for at least two thousand years. They could contain virtually unlimited volume of information and could be more easily browsed and navigated than the scroll format. They also wear more durable and easier to copy, transport and store.
7. **Affordability:** Today, practically everyone has access to books and other forms of print media



8. Reliability: Printed documents have the great advantage of not requiring special tools or electrical power to be read , which makes them an exceptionally reliable form of communication media.

9. Personalization: The ability to highlight or under line items, to add notes in margins to book mark pages and to other wise personalize blks and documents is possible where the content is printed on paper,

From Traditional to Digital Libraries:

Digital libraries are large, organized collection of information objects. Whereas standard library automation systems provide a computerized version of the catalog – gateway into treasure – house of information stored in the library- digital libraries incorporate the treasure itself, namely the information broadly knowledge that constitute the library’s collection

The tools used by newspaper libraries in their daily work have changed vastly during recent years. Today, all the newspaper libraries are equipped exactly as it was only a few years ago. In addition to traditional means like card catalogs and newspaper clippings, photos, microfiche readers, most libraries now also an online access catalog, District editions equipped with Internet connection. An increasing number of branch libraries are building homepages on the World Wide Web from where users have access to a variety of services without physically entering library. Almost all newspaper libraries are in transit from the traditional towards the digital library. We witness a shift from libraries offering information about (electronic and print) information towards providing access to full text of documents. Not only recent publications, but also many historical news items being digitized. These electronic collections allow journalists and other news making staff from everywhere at any time to consult the material without doing any harm to fragile documents.

Changing Library space:

One of the impacts of the digital revolution on media libraries has been to bring about changes in the utilization of physical space. These changes vary according to the type and function of a library, but they are generally a response to the increased demand for space provided for user’s access computing facilities; and for shared, networked news making area. As a consequence, space previously available for storage of physical collections is being encroached upon and in many cases significantly reduced. At the same time the media libraries are also encountering institutional reluctance to alleviate the problem by providing in a minimum space. The media library spaces are being designed very differently than was the case when collections were dominated by print. The emphasis is no longer on producing rigid modular space designed for permanent storage of frequently used print resources and the journalists individual desk, but rather on flexible communal and wired spaces designed to facilitate shared, interactive and ICT – enable research and learning.



In these circumstances, many media libraries are turning to forms of high-density, and frequently off-site (remote), facilities as a solution to their print storage needs. High density, remote storage has a long history of use by media research libraries. The advantages of this form of storage are found in the reduced cost of land and building that can considerably reduce long-term costs.

Media Library Services:

In the advent of the Technology, library never loses its sheen, there things will never loses its sheen, Devalaya(Temple), Vidhayala(School) and Granthalaya(Library). Though every man has a library in his pocket in the form of apple mobile phone with internet activity.

Digital Information in Media Library:

Text Information: Newspaper Clippings, Pictures, Videos: Text Information in the sense statistical information, events, chronologies.

Pictures: Most of the images are sent by the reporters, and other agencies are kept in the digital format.

Microfilm: some paper documents are archiving in microfilm format for the future use.

Video Library: News clips, Films.

Collaborative Strategies for Digital Curation and Preservation:

Digital preservation organizations and services are being foreseen to form as a key component of the emerging digital newspaper library field. Some of these are library -driven operations, in which a central repository is implemented to function locally according to preservation principles. The central repository made enables an newspaper institution to own the whole process of preservation and keep it in house, in effect maintaining control. It may be expensive (both in terms of staffing and technology) and does not readily lend itself distribution to District level editions.

DEMERTIS OF TRADITIONAL INFORMATION RETRIVAL TOOLS AND SERVICES:

Since long back users of information have been using traditional information retrieval tools and services (i.e. print and manual systems) for getting access to their required information. But during the use of these systems, they have to face numerous problems. The recent advent of computer and communication technologies (**ICT**) has made the demerits of traditional systems more distinct, clear and easy to comprehend. The best available ICT environment and the recent trends and theoretical foundations of library and information science. The parameters/ factors may be summed up as below:

- Web –integrated access mechanism for the news archive;



- Encoding of news items through general and domain-specific metadata;
- Controlled indexing for field level searching;
- Full text retrieval;
- Indexing of multimedia formats(text, image, group, etc)
- Browsing through title, source, creator, data, subject, etc.;
- Multi-lingual documents/items management;
- Export, import and backup;
- Simple search and advance search (through Boolean operators, proximity operators, retrieval operators and positional operators);
- Personal information environment (PIE).

The designing of digital newspaper archive should start with the analysis of previous projects and existing services. Such an analysis will help to minimize the mistakes or faults on the one hand and will show the ways on the other. In an issue of DigiNews, Richard Entlich (ENTLCH) presented a fascinating update of some projects to digitized newspaper content from microfilming. ENTLICH concluded the piece by starting, “newspapers continue to push the limits of current digital capture, image processing, OCR, and web delivery technologies.” The project concluded that, for such materials,” there is still no good, cost effective means of providing the researchers with full text or connecting story lines broken by column and page breaks.” A detailed description of the software is presented below.

Scanning

LibClip supports a wide range of scanners and interfaces (SCSI, TWAIN, KOFAX) and is able to process bitonal and greyscale images within the 300-600dpi range. Recently published newspapers are collected and catalogued in several libraries. They are usually microfilmed and are, therefore, easily accessible. If certain articles are needed for special kinds of reuse (e.g. facsimile printing in a book) the article can be easily identified and reproduced from the original. The recommended scanning resolution for recent bitonal newspapers (even with limited colour) is 300-400dpi 1-bit, and 300-400, 8-bit (greyscale) for older newspapers. These resolution levels ensure the creation of high –quality images to support printing, display, and OCR processing.

Clipping and indexing

The most interesting feature of libClip is its support of clipping, rearranging, and semi-automatic indexing of articles. After scanning the newspaper page, an automatic layout analysis is conducted to recognize the standard elements of an article, such as headlines, subtitles, leads, columns, pictures, captions, and author names. In addition, the software also analyzes the order of these standard elements. After the librarian has selected an article by clicking on one of these elements, libClip displays the results of its internal layout analysis. This is achieved by using different colours for different elements. Articles with unusual layouts may produce negative results; however these can be manually corrected.



Processing of metadata

For each article, three outputs are produced; the image(s) of the clipping, the full text of article, and the associated metadata. The image and the full-text files are stored in a file system; an Oracle database management system (DBMS) maintains the metadata. While scanning, clipping, and bibliographic indexing are rather simple and automated, the final subject indexing of the articles.

Advanced indexing

Advanced indexing is indispensable for the future of clipping archives- and it is one of the distinctive differences between full-text newspaper database and clipping archives. SEMONCHE, in the context writes: “some additional intellectual effort and news article analysis are necessary to link appropriately all the myriad, fleeting and unstated associations among a never-ending stream of stories about people, events and institutions,” The intellectual input must be as high as possible but at the same time the activity must be as controlled vocabulary that meets the special requirements of their collection. In the case of LAURIN, they were faced with the fact that the initiative involves archives from all over the largest circulated newspapers.

- 1. Article classification:** Articles are classified according to their text type, short abstract, and journalists’ names. The text type is a user-friendly feature facilitating the identification of interviews, portraits, or background articles.
- 2. Abstract:** In contrast to articles where copyright restrictions limit the ability to present and deliver the full text on the Internet, abstracts written by librarians can be made publicly available. This features strengthens the position of archives as public information providers.
- 3. Controlled Vocabulary:** Some archives already maintain name authority control and record the normalized names of authors and their abbreviations. This feature will become essential in a digital environment because the World Intellectual Property Organization (WIPO) treaties, which are the basis for all national copyright acts require identification of authors wherever possible.

The indexing interface reflects these considerations and offers all functions already described above. The indexer gets the image of the articles, the full text, and the already processed metadata. The indexer then decides whether to apply the optional functions of the advanced indexing process.

FUTURE EFFORTS

1 Colour Processing: one of the next steps will be to update libClip for processing colour pages, which entail their own set of problems. These images are usually quite large, and



therefore their processing requires high performance systems that can handle complex layout analysis. At this point the OCR reregulates from color documents are not satisfactory yet.

2 Retro-digitisation of clipping collections: Internet-base newspaper clipping archives are valued by a large group of users, including historians, journalists, as well as average citizens. The image of the article guarantees a level of authenticity, which is not reached by the pure full text. Many users are interested in the added value of the image and will therefore not want to do without it. Apart from the cultural value of newspaper clippings, they are good candidates for retro-digitisation for the following reasons:

- Their small size (compared to books) guarantees manageable volumes of data;
- They are arranged according to subject headings;
- They have been pre-selected by specialists;
- They give access to information that is otherwise impossible to retrieve;
- the digital image of a clipping fits in well with the visual quality of the Internet.

In principal, libClip is already able to process old clippings, but the predefined workflow focuses on the daily acquisition of current newspapers. In order to cope with the challenge of digitising millions of back file clippings, separate workflow models have to be developed. Furthermore, the different methods used in the past for the filing of clippings, such as keeping the original cutting in an envelope, gluing the cuttings into books, or microfilming the articles, have to be taken into account while the retro-digitisation of newspaper clippings will be a major work area and a follows daily.

ONLINE NEWSPAPER ARCHIVE:

It is a prototype system for the Digitization, indexing and presentation of historic newspapers. Newspaper is the national archive collection in the India and overseas newspaper. This is the only large, integrated national newspaper service in India, combining facilities for the collection, preservation, and use of newspapers all on one site. The collections, which also include popular magazines and periodicals, are made available in hard copy, in microform, and on CD-ROM.

Reading Room and information Services, Newspaper Web Catalogue, The Library Online Newspaper Archive, Collections, Copy Services, Electronic Resources, Microfilm Services, Newspaper, Journalism and Media Internet Resources, Open Day's vests, and Talks, Newspaper History, Disposal of Overseas Newspapers Related material elsewhere in newspaper library.

DIGITAL NEWSPAPER ARCHIVING IN INDIA:

In India Digital newspaper archiving is not yet considered as domain of activities of libraries. Few libraries attached with industrial and media organizations are working in this direction but their efforts are limited to the manual organization of newspaper cuttings related to their domain



of activities, such as Ramoji Knowledge Centre, The Hindu, Hindustan Times, The Times of India, Ananda Bazar Patrika, Sun networks, etc., entrepreneurship Development Institute of India. The concept of digital newspaper archiving is however gaining popularity in newspaper houses. Besides, a primary imitative in this direction has been taken by National Informatics Centre Library for digital clippings of newspaper items which has come before us through literature, available in both print and Internet. However, the system is not in reality available for searching and retrieval on Internet. The quality of such digital archiving also varies exorbitantly in terms of organization, search capabilities and user interface design. Therefore, it is to be inferred that the existing online digital newspaper information retrieval systems, available web environment, are functioning with many lacunas. Besides other notable problems, precision oriented problems become factor of top priority in web environment.

CONCLUSION:

The electronic media is relatively younger compared to Print media. The Print media struggled a lot worldwide to Present updated news items for centuries. The main problems associated with Print media was involvement of human resources combined with the information repository. With the advent of electronic media particularly in the News services, the use of computers as data storage and retrieval systems now become the prime tool for transmission of news also. Till 1980's the Indian media used manual resources for storage and retrieval of 'related' information. The moment the electronics and digitalization introduced, the whole traditional Practice of using, retrieving, storage of information was totally invaded and almost the 'Paper' mode of information depositions and retrievals are fading away.

The cost of operating and maintaining the traditional libraries become costly and become slow process and space consuming. The human hierarchical labor is another major problem. Availability of trained human resource for the management of information involves lot of financial, commitment besides physical facilities and infrastructure. The advents of digital technologies have really revolutionized the 'media libraries' by way of minimizing manpower requirement, minimal space requirements, faster data transformation, data accession, that have contributed to improvisation of quality of the deliverables. 24x7 news channels are the ultimate beneficiaries. The regional news down to district and mandal levels is also made passable. The widespread news networks by single entrepreneur are another benefit of this. The feedback on the items projected also made very effective by virtual libraries this helps the entrepreneur to continuously improve quality of information. On the whole the virtual media libraries transformation is a positive shift that encouraged the public participation as well as reaction on every facet of human life.

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