

## **Potential Communication as an Imperative Tool of Library Users in the Current Professional Marketing Scenario**

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**Abstract**

This paper is an attempt to highlight 'communication' as an imperative tool for library users in the current scenario of professional marketing and project communication as a process for one who needs much more constructive thinking and doing in everyday life so as to communicate for the purpose of sharing their ideas, feelings, emotions, knowledge and information with others effectively. This paper also concentrates on the library user's manner of talking and style of enhancing relationship through communicative skills, making it a point so clearly that communication is found to be an imperative tool in all respects such as attitude, aptitude, acquiring the knowledge, enhancing the reading skills in a proper, effective and even in a convincing way.

**Keywords:** communication, professional marketing, use of library, Net Resources, knowledge and information

What is truly held and understood is that very word 'Communication' may be said to be 'a part and parcel of everyone's life.' As Dr. R. Senapathi puts it, "All individuals need to communicate to share their knowledge and information with others." (P 1). However, the degree of its effectiveness does solely depend on one's personal communication skills, in any sphere of life-situations, i.e., in scientific advancements, literary achievement, social inclination, official correspondence, friendly ties, familial relations, commercial activities, marketing orientations, library usage, information technological prospects, workshop methods, conference proceedings, Seminar participation as well as presentations, life-styles and cultural leanings, computer network and e-governance, effective management strategies and research pursuits. Honestly speaking, the better are one's communication skills, the better is one understood by a person.

The general forms of communication which are very much in practice now are oral or verbal or even written communication. Whatever may be the forms of communication either for personal or professional development, effective communication skills are considered to be now an imperative professional requirement which is actually acting or functioning as a vital tool for obviously converting one's performance either professional or personal or societal or commercial into success,

that too, in a better and convincing way. In the words of T.S. Matthews, “Communication is something so simple and difficult that we can never put it in simple words” (P 1). Whether it is one’s professional life or one’s personal discourses, Communication does significantly play an indispensable role in all walks of life. A very simple definition is given by W.H. Newman and C.F. Summer Jr. here thus:

“Communication is an exchange of facts, ideas  
Opinions or emotions by two or more persons” (1).

Peter Little goes one step further by defining Communication as follows:

“Communication is the process by which  
information is transmitted between  
individuals and / or organisations so that  
an understanding response results.”

So, ‘communication’ is nothing but the art of transmitting information not only about tangible facts and determinable ideas and opinions but also about emotions what has to be understood very clearly is that a communicator passes on or transmits some information, he may also, either intentionally or unconsciously, be communicating his attitude or the frame of his mind. What is imperative is that the communicator is expected to be more relevant to the reality that is being communicated. In simple terms, communication is the method by which people share their ideas, information, opinions and feelings with other people. People who are now and then sharing ideas, information, opinions and feelings may consequently contribute to the operations of teams and the work of individuals. As Yoder, Hugenberg and Wallace put it, “Communication is the use of verbal and non-verbal communication between people trying to create shared meaning. Generally speaking, one who wishes to communicate has to communicate family members, friends and neighbours, people around one at work place, in the community and also some unfamiliar persons and even strangers. Now communication factor takes its firm roots and stand in information technology field official system, digital library Networking System and administrative work activities. Touching all aspects of the communication process satisfying to the students and scholars of business communication’ and Information Technology with digital library system orientation, William Scott in his book *Organization Theory* gives a comprehensive definition thus:

“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  
organisational goals”

This definition highlights such four important points as

- i) the process of communication involves the communication of ideas

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- 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 purpose of communication is to elicit response or action-oriented reply.

In short, seeking information or persuading others to a certain point of view can be important objectives of communication, bringing home the point that the sole purpose of communication is to inform or to bring round to a certain point of view or to elicit action. Dwyer is right in saying: "communication is any behavior, verbal, nonverbal or graphic that is perceived by another" (P 3).

Everyone has the ability to deliver a talk or engage in conversational communication. There is something besides the mere words in a talk which counts a lot in affecting good results through conversation communication by all-especially library users. Commonly speaking, many speakers or communicators are found ignoring purposefully their hearers, staring over their heads or at 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 between the audience and the speaker. That kind of attitude would kill a conversation and it also kills a meaningful speech in all respects. Good delivery is conversation tone and directness get enlarged by that tone. A good communicator is advised not to imitate others. If he speaks spontaneously, he will speak differently from anyone else in the world and put his own individuality and thereupon put his own characteristic manner into his delivery.

If a communicator, especially visitor to the library for reference work, has to talk to his hearers or co-workers or co-visitor or any user of library as he expects them to stand up in a moment and talk back to him or her. If the users were to rise and ask you a few questions, your delivery would almost be sure to improve rather emphatically, that too, at once. Friendly approach in conversational communication will definitely warm and humanize the library user's manner of talking and style of enhancing relationship through communicative skills. There are a few essential things that all users do unconsciously in earnest conversation.

- i) They do stress on the use of important words in a sentence and subordinate the unimportant ones.
- ii) They give every word including 'the', 'and', 'but' approximately the same amount of attention.
- iii) They allow the pitch of their voice to flow up and down the scale from high to low and back again – as the pitch of a little child does while speaking.
- iv) They are keen on expressing important ideas through conversational English drills.

Generally speaking, the inexperienced, untrained speaker or communicator may encounter a variety of problems when first beginning a speech or talk, "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). Once again, overcoming such problems is a matter of training, of taking things step by step. The best way to train oneself to begin a speech or start a conversation or

initiate communication rather confidently and smoothly is to practice with a simple uncomplicated matter or story – a short but complete story that has a beginning, a middle and an end. In other words, he has to tell a joke, or describe an event or narrate an incident or relate a life situation or even relate a humorous anecdote.

No doubt, the beginning speaker often experiences a general loss of control at some point during his speech. Whenever a communicator speaks to a group, whether standing before them or addressing them at the conference table or in class or in library, there is an implied physical as well as psychological distance. The intimacy of the one-on-one experience is gone because he is in the presentational mode. What is to be remembered is that the thinking part of one's brain is divided into two hemispheres, the right brain and the left brain. It is the function of the right brain to make all the adjustments in spatial relationships and the left brain deals more with words, language and abstraction. The use of non-verbal fillers as er, ah, and umm can also be a problem for inexperienced and sometimes even well-seasoned talkers or communicators. It is extremely discomfiting to have even a half second of silence elapse while they are speaking in public. Instead of Stopping to think in silence, such people do develop a nervous habit of making non-verbal sounds to fill the pause. This may comfort the speaker or communicator, but it often drives an audience wild with some sort of irritation.

A communicator may choose a topic that falls into any of the following:

- i) a talk or speech or conversational skill may support a political candidate or initiate discussion on any social or political issue.
- ii) a talk or speech one might be called on to make as part of your job.
- iii) a talk or speech or conversation may ask people to support a charity.
- iv) an inspirational talk or communication may support one's professional growth.
- v) a talk or speech may support the discussion in a restaurant.
- vi) 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 by forming a committee and cherish human value – added relationship.

In modern educated society, library is out and out indispensable and Reading books or magazines or newspapers is considered to be one of the best of recreations, thereby combining pleasure with profit, entertainment with proper usage, association with attainment, relationship with enrichment intellectual ties with academic excellence, personal attachment with knowledgeable output, conversational style with cultural, enhancement coupled with joy and profit for which communication is found to be an imperative tool in all respects for a healthy attitude, aptitude and approach towards the goal of achieving, attaining, acquiring and enhancing with pleasure the proper and effective usage of library facilities available in the so- called libraries which are now functioning rather neatly and effective with Wi-fi connectivity and modern technological Networking system paving the way for neat profitable and beneficial uses of the library facility.

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In these modern days the ever-growing civilization with technological advancement, one must come forward not only to read so as to keep abreast of the times but also to keep up healthy friendly ties and intellectual relationships through conversational practice which is expected nowadays of each and every library user. “When science is progressing apace when the world is full of almost daily changing political movements, when epoch-making discoveries are made, one cannot afford to remain in the dark about all these” (Sarkar 522). It is only through books, newspapers and magazines that all this information is obtained, for which an easy conversational practice with others’ will automatically reduce the time spent for knowing all about the world and its surroundings making the library users not only get ahead in the art of knowing men and matters but also go ahead in maintaining relationships rather intellectually, that too, from a global perspective.

Through the conversational skill and practice, even the poorest man eager for knowledge, intellect, friendship with profitable equipment and use can without having to spend anything, avail himself of this wonderful opportunity and enrich himself intellectually with friendly touch and approach. Those who can manage to spend a small sum of money monthly can become members of common library and can read books they are entitled to receive as members of the library or users of library where Reference books, which are everyday necessities to the educated public, are usually too costly to be brought by the man of average means and the library maintains such standard works of reference books and anybody to requiring to consult such books may do so for which, the public generally have to pay nothing, for as a rule, reference books are kept in the free-reading room being open to all free of any charge. Likewise, the users of library need not pay anything if they like to learn, know, acquire, enrich and obtain something good, new innovating and unknown facts by involving intellectually and academically in conversation or communication technology with those who have already known and studied all such stand and reference books and magazines. Reading becomes not at all necessary if the library users involve or engage in communication or conversational practice with those users who have already spent time on going through all books, newspapers, magazines and also Reference books kept available in the library for the library users or visitors.

In our general education, we are taught many things. We learn to read and write, we learn something of science, mathematics, geography and history. Some delve into music or art. Unfortunately, the most fundamental aspect of knowledge has not been taught; how to manage one’s own mind and emotions to develop and enjoy the fullest of what human life can offer. No other knowledge is more valuable in determining the quality of one’s life and assessing or evaluating true knowledge and intelligence than effective communication skill. 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 do demonstrate the truest, unadulterated essence of humanness. No doubt, we are “all born with the well-spring of love and joy. These qualities are not emotions, but they are the essence of our existence” (Shankar 1). To nourish and cherish this 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.

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Truly speaking, everyone wants to be winner. To quote rather aptly here:  
“To change the world, upon need only perceive it  
in a different light” (Staples 11).

Nobody could ever deny the truth in this statement. Subconsciously, deep down, everyone wants to be successful – to “win” at life. Many people fervently believe that they are worthy of it and deserve it. All the while, most are confused and disappointed that true success hasn’t yet come their way. It is a curious fact that many people don’t realize that there is a process to become successful. If one wants to harbor ‘success’ thoughts he needs to acquire the empowering beliefs of the world’s super communicators / achievers who achieved and attained supremacy and excellence in both academic and personal lives through effective communicative skills and practice.

The atmosphere found in the library is very ideal so as to breath a peaceful and impressive air for effective communication skills for the library users. There is adequate information gathered by the visitors to the modern libraries through dialogues or talks or conversational practice with other visitors or users, for any library is a place to enjoyed and utilized to the effect that the users of library can get as much profit or benefit as possible through the art of communication and that is why communication is considered as an imperative tool for library users in the current professional marketing scenario.

Quite honestly speaking, India is undergoing a major social and economic revolution through new information processing technology of communications and computer Networking system. The Information Technology, in many interconnected forms, is transforming 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 all sectors of our life including business and social sectors. Whatever be the progress, social or political or economic, communication. Technology plays a vital role in the all-round growth and progress of the country. A new trend of providing an information highway through Satellites is emerging. Several Networking system and telecommunication industries in association with space agencies, are planning revolutionary super-highways 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 items 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 perfection. 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 possible use

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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 is 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 coherent manner.

Actually, “reading is a very rewarding leisure time activity. It is to the mind what food is to the body” (Dhillon 249). It is a blessing for modern educated man 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 the subjects. Modern man who is had 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 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 imparted 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 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 the wisdom of good and wise men down the ages. Truly speaking, “youth and students are today need a strong motivation and guidance for the choice of profession and success and their career” (“Preface” in Towards Success) Good planning and consistent work coupled with effective analysis and understanding will definitely form the basis for successful foundation in any endeavour, for which communication seems to be highly imperative.

Physically, man is a comparatively weak animal. He cannot naturally run like the 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 defence 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 expressing of Information Technology. The rules of the game have changed. Organisations either perform to excel or perish. Humanity itself is making a pressing demand on science and Technology. So far, Science and Technology have reached the people indirectly through the intermediation of the industry and market forces but now it is already affecting the way we think, the way we work and the way we organise 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 or communicative practice alone will help one achieve his goal. There is no shadow of doubt that “mastery over English language is a must in the current global business environment and this must drive one to acquire effective communication skills in English” (Dhanavel XI). It is generally commented that “face is the index of the mind and eyes are the windows of the soul” (Late V). There are, after all, time-tested words of wisdom which are applicable to the people of all ages, nowadays the users of library and other professionals.

Ours is an age of changes and challenges. Every morning when the sun dawns on us, it whips into human world a challenge that all of us are goaded into a pursuance of. Every change is indeed a challenge and every challenge trigger another change. The chief characteristic of this rapidly changing world is its increased complexity. As the complexities of life have increased with a fast-paced life style, human beings are beset by the question of making choices every now and then. In order to be able to meet the future challenges, job market is more geared to the needs of tomorrow and constantly seeks to rope in those who not only can successfully negate the requirements of the present but may also be able to deal with the upcoming challenges of future. Amidst improbable advancements, staggering proliferation, an aggravated sense of competition and convoluted layers of man’s aspirations, there exists in every soul and intense desire to succeed in life. This desire is felt with greater intensity in the corporate world. In a society that capriciously thrives on the cult of success, it is imperative for all to feel commuted for this pursuit and for achieving this, one has to be good at the art of communicating effectively to others. 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 successful strength 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 life and 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 communication skills. So, ‘communication’ has become almost as an imperative tool for all library users so as to cherish and nourish social and professional relationships.

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