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1. INTRODUCTION

A society is a form of congregation where social relationship is by and large an essential element to bind the human beings into a common entity. This sort of relationship requires communication either face to face between two individuals at the simplest level or among several groups in different forms at a certain complex level. This complexity of communication is, however, desirable while a large number of individuals are closely involved in carrying out certain activities in order to achieve their pre-ordained goals in their respective areas of interest. Such a system of primary communication can be possible through the agency called - Mass Media.

Mass Media have not only revolutionised but also influenced the whole gamut of human activities in a modern society. Its influence on modern social life is so pervasive that it has entered into the very fabric of this society. Thus, it has got adequate potentiality to contribute to an overall development. While the needs of the public are enormous, complex, unlimited and are rapidly increasing day by day, the responsibility of the mass media is growing greater. As a result, mass media have acquired several new dimensions with a view to focus on the most vexing as well as burning social problems of the day.

The media, as an inseparable segment of the society, have a tremendous influence on societal thinking and behaviour. By disseminating information and news, it exercises the cult of a visual society in which the inner picture of the society is being vividly reflected on its products, i.e. print media, especially newspapers. The process of this media and its activities are centred round the institution called 'press'. Press, in other words, is that social organisation designed to cultivate the communication
of information for the masses through a number of print media.

One pledge of crucial interest to the press and all who believe in transparency in governance concerns the right of access to information affecting the people. Although essential to democratic functioning and countering corruption, meaningful legislation to this effect seems to have been either opposed or sabotaged by those in power (Bhattacharjea; Asian Age; p.22) on the pretext of official secrecy. For them, the right to hold back information is a facet of power as well as a shield against inquiries into corrupt practice. The 'right to knowledge and information' is an essential prerequisite to the fundamental right to freedom of speech and expression guaranteed under Article 19 of the Constitution of India. Absence of authentic information according to Bhattacharjea (ibid), however, discouraged informal debate and encouraged wild rumour and speculation, a reference to misleading press reports and disinformation campaigns.

Mere right of access to information is meaningless without the support of an effective communication system to ensure its timely retrieval. Newspaper is perhaps, one of the most vital and effective mediums through which information on diverse subject fields and public interests could reach a wider spectrum of audience across the country. It is none else - but the journalists, who make this myth into reality through their writings. The working journalists cannot ensure authentic information nor can they improve their writing skill unless their information needs are well taken care of by libraries and information centres through varied documents and other mediums of communication.

However, with the advent of computer and telecommunication technologies, the age-old face-to-face and person-to-person verbal communication monopoly began
to perish with a change in the massive movement of information across geographical and language barriers. The industrial revolution saw the light of these modern communication technologies in which new channels were developed, new methodologies were discussed, and new techniques were found out to distribute mass-messages as efficiently as possible. A larger system was developed with the growth of both techno-spheres and info-spheres that transform the socio-sphere into a civilized one.

The beginnings of the second half of the present century, more or less, saw the emerging phenomenon of 'communication - culture' that builds the modern architecture of the society. A communication channel is more used not only to focus on political, economic and cultural issues in order to reduce poverty, hunger, disease and terrorism, but to introduce and revitalise peace, harmony, employment, equality of justice and human-rights. But one of the most striking features of the communication system is that, from its very inception the entertainment aspect has been given greater importance.

Another important role of mass communication was to provide communication support to the planning, policy making, and inform people about the philosophy and objectives of planning as well as its targets and benefits. The other communicating responsibility is to arouse and involve people by removing their ignorance and superstitions, by changing their negative attitudes, and motivating them into purposeful action. Vidyalankar Committee has stated that, the principal aim of communication is to prepare the minds of the people to meet the challenges of these new problems (Malhan; 1990; p.68).

In order to support and complement the objectives of the mass communication system, the print media play a pivotal role, and newspaper becomes the most accepted and highly circulated media of public communication system.
Newspapers take pride of place among these media since they record current information. Encyclopaedia Americana (1971, p.288) defines ‘Newspaper’ as a medium of communication usually published daily or weekly, by which information on current affairs, opinions, and entertainment features are circulated among the people. Newspapers have no substitute because, they contain volumes of information, and no other media perhaps can provide such massive and nascent information to users at a time in printed form on daily basis. Again, it can be attributed to the best media that covers different tastes of information to different people such as, prose, poetry, commercial requirements, sports, news and so on. When any reference is required to any new rules and regulations for the public, new plan / proposals, speeches, election results, trade, national defence, arts, music, socio-economic reforms, and a variety of topics of wider interest, it is the newspaper that takes the pride of place, Hence, it has been acclaimed time and again that newspaper is the best and most effective medium of communication with regard to its exhaustive, extensive, nascent, popular and most informative services which it provides to a wider spectrum of audience geographically scattered even in remote and inaccessible areas.

As an agent of mass communication, newspaper is often regarded as the mirror of the society. A contributing agent to the reconstruction of this society, the efficacy of mass communication has undoubtedly a matter of great concern. Commenting on the effectiveness of mass communication, Klapper (1990; p. 7-8) aptly said:

“The literature has reached that stage of profusion and disarray, characteristics of all proliferating disciplines, at which researchers and research administrators speak wistfully of establishing centres where the accumulating data might be shifted and stored. The field has grown to the point at which, its practitioners are periodically asked by other researchers to attempt to assess
and cascade, to determine whether we are tumbling, in short "What we know about the effects of mass communication".

The media of mass communication may well exercise extensive social effects upon the masses. They mobilise public opinion, and derive a knowledge transformation in the minds of the people. The growing influence of this much debated media has undoubtedly been modified and accelerated by most alluring profession - the Journalism which is closely related to the success of the press, as the true carrier of information and public opinion.

Wainwright (1982; p.1) aptly remarks, "Journalism is information". To analyse the statement, one can perhaps arrive at the conclusion that, Journalism is a modern profession, a by-product of technical advancement with main emphasis on the dissemination of information to all.

Journalism is, therefore, a profession meant for people about people. The term Journalism which is derived from the word 'Journal' primarily denotes 'news'. Any publication which is published in a specific periodicity is called, Journal. The Newspaper which is normally published in a specific periodicity, say daily, is the most accepted form of Journal. It has been construed that a professional working for the publication of any newspaper is known as Journalist, and the profession proper denotes Journalism.

Journalists are those people who are primarily associated with news and views. Their scope of activity is not only limited to the press - the newspapers, but to the
whole society to which they serve as their laboratory. The major role played by the Journalists in collecting and disseminating information is highly significant and the responsibility entrusted upon the Journalists is onerous and remarkable. In bringing the facts to the public, these group of people normally followed a path of truism. To do so, they depend upon the relevance, truth, historical significance, possible causes and future consequences of the events or facts which they intend to report. In order to collect and establish all these facts of vitality, they apply their intellect, common sense, tact and wit so as to prove their merits and journalistic talent. In the process, journalists require several information sources including the library and information centre. The succeeding descriptions, therefore, demonstrate the use of such several information sources for their information gathering activities so as to spell out the relationship between the library and its users - the Journalists.

1.1. IMPORTANCE OF LIBRARY TO JOURNALISTS

The very efficacy of an activity as profession mostly depends upon some background information or sources that support to prove its vitality. No activity or programme and profession, what-so-ever its nature and extent, can flourish without the essence of information of some kind or other. Similarly, journalism as a profession directly deals with the news and views which are highly informative, investigative, and valuable that are amenable to preservation for future reference. This job could effectively be done by an agency, none else, the library.

A library is, therefore, the essence for a journalist. Because, current information is the central to the journalistic activities, as preparation of a feature article or a crucial news item without its proper background-information may not only fail to be a full-
proof but may make the item even irrelevant and interesting. Providing relevant facts and helping to add background data is the moral responsibility of the libraries. To explore the background, the services of a memory unit, data bank, intelligence unit, or reference section of a library are very much essential for the editorial department of any newspaper establishment (Sindwani; 1979; p. 108). Libraries meant for Journalists and associated with any newspaper organisation usually procure relevant information/materials and index them, abstract them or keep them in full text form so as to make them available to their readers on demand.

As the Library or Information Centre is primarily meant for procuring and disseminating information mostly on current topics, it would be of much help to journalists who often make news as current events or write feature articles, contribute an editorial column, or report an event with its historical background to a newspaper - in all these cases, the library provides a solution. Now, the greater use of libraries by journalists has increased a great deal due to the fact that, the job they undertake involves highly thoughtful and hard search compared to any other job. Moreover, the present day journalism is so highly complex, fluid and controversial that the journalists' require some knowledge on almost everything. Even there are instances that if the reporting of facts or the historical background of an event proves superficial or wrong, the journalist has to face a defamation suit, causing irreparable loss to his personality and the profession at large. A true public library could have saved the journalist from such a danger, had he thought of taking the help of a library before he wrote his piece.

In this connection, Lionel Birch (1976; p.59) while explaining his experience as a Journalist, rightly said:
"When I started as a young Journalist, I was able to get by with a bit of knowledge about politics, a bit about sport and a bit about something calling society. Today, the young Journalists need to know something about sociology, he may even need to have some knowledge on technology, and so on".

This clearly indicates that a journalist is supposed to know something on sciences, social sciences, humanities and his need for a library is a sine-qua-non phenomenon. This also depicts the magnitude of journalism as a profession, which has undergone a sea-change in recent years.

There are different dimensions of library use by different types of journalists. The purpose and extent of use of a library by editorial staff may not be the same as that of the reporting staff of any newspaper establishment. Similarly, the information requirements of a press photographer (photo journalism), an economic/financial reporter, a political correspondent would still and bound to be different from each other. The editorial department under the leadership of the News Editor often seeks to use the library for a variety of information needs and guidance. Original news items from the teleprinter print-out in which the material covering the news may be too brief and without any background information. In such a situation, the editorial staff usually step-into a library to consult the relevant reference materials and newspaper clippings for further background information in order to strengthen the viability of the news that makes it most interesting, factual and informative.
While reporting about natural catastrophe, fatal accidents, brutal murder, report-making on election results, corrupt electoral practices and misdeeds of prominent personalities, it is essential on the part of the editorial staff to cite some of the similar events which have taken place earlier and the remedial measures or judicial strictures if any issued to that effect. The library indeed plays a significant role for such contribution to news-making in order to make the same more reliable, trustworthy, interesting, besides adding value to the news content.

Journalistic writings are more of a literary in nature. Most of the editorial staff require to develop and improve their skill in the respective language in which the newspaper is published. The knowledge of English in particular is a sine-qua-non factor to become a good editorial staff, as because, the original news items obtained through the teleprinter are often transmitted in English language. In order to make the news item readable, the editorial staff must reshape these as per the required standard. In this regard, the use of reference tools like language dictionaries, subject dictionaries, biographical dictionaries and gazetteers are very often essential. Sometimes, the Journalists also require to consult a number of standard books that prescribe the techniques and guidelines as to how best reporting and editing could be made. This is particularly helpful for the new entrants in the profession. To do so, they either run to a library available in the near vicinity or depend upon the library attached to their own newspaper establishments for consultation and reference. Thus, it is an established fact that without sufficient and relevant information from the library, the news items often remain incomplete and without library, the efficiency and effectiveness of the editorial staff in particular can hardly be expected.

The library has also a greater role to play in providing information needed
for the Journalists working as correspondents and reporters. While collecting news from the field, they used to analyse the particular item with its background information with retrospective effect so as to make the news more interesting, readable and acceptable by a wider audience. That background information with detailed analysis can be had either from the library attached to the parent newspaper establishment or from the local library. The reporter, while preparing his story, usually keeps in constant touch with the library in order to check the validity of facts and statements to be reported by him. Besides, he avails himself the press clipping services and ascertains background history from several relevant tools such as Gazetteers, Census reports, Commission reports, and outstanding theories on the subject.

Journalists who are particularly writing feature articles and having specialised in it, are often proved to be the most potential users of the library. Because feature writing by nature needs detailed account of the subject in which the Journalists intend to contribute. In the process, he has to acquire many things such as, information that has been published earlier on the subject, original reports, research work undertaken and its results, speeches of leaders, specialists, government publications denoting the official policy, etc. are very much vital before starting to write an article. The role of the library in identifying and disseminating information on all these aspects is really remarkable.

Special correspondents of the newspapers are those journalists who have been specialised in specific subject fields on which they report. The nature of their job compelled them to abstain from frequent library use. They normally use their own special records for compilation of reports. Despite this, special correspondents, however, use library materials to update their knowledge in the specific subjects as well as
in preparing the news reports on current items of wider interest. Thus, the foregoing facts clearly depict that, while good libraries are required for good and qualitative Journalism, good and effective media becomes imperative to make the library more functional. The importance of a library to Journalists, therefore, can hardly be questioned.

1.2. BACKGROUND OF THE STUDY

Libraries appear not only as source of information, but also as a way of life for those who devote their profession and valuable time for research and generation of creative and intellectual thoughts. Journalists are usually categorised as those professionals and persons directly related to the process of knowledge generation. Besides, there are other potential readers, active researchers, writers, scientists and veteran social reformers who by their writings also actively participate in the knowledge-generation process. The process of their professional activities is too much inclined towards the use of information, its resources and the place where those valuable and relevant information, literature and documents are permanently located - libraries.

Libraries are, therefore, the outcome of the social milieu and necessity in most countries. They represent a major storehouse of human knowledge. Their values rest not merely on their facility to store information but also on their capability to effectively disseminate it in optimum quality and quantity to any information-seeking community.

Libraries stand as a vital source of information and as an invaluable adjunct to the print media, i.e., press. The effectiveness of the press largely depends upon the efficient and well-organized library services. Just as, the effectiveness of a
corporate body's business mostly depends upon the right information at a right point of time from a system for its decision-making; similarly, the successful functioning of the press largely relies upon information and how well it is organised and efficiently disseminated in its library. Deficiency of right information to the right media person at the right time may, therefore, lead to severe loss to the quality of news generation.

Library is considered as the memory of the newspaper and consequently, the memory of the community it serves. The services it provide to the journalists directly, is the services it renders the whole newspaper user community. From this, the magnitude of the library's place in the press world can easily be presumed.

The well-organised news library of a daily newspaper undoubtedly plays a crucial role in the production of news. Ward, Hansen and Mclead (1988; p. 146), therefore, have rightly said that, the library is the path that reporters and editors routinely take as they conceptualise, develop, write, and edit the day's news. It is thus an acknowledged fact that, a good library is the source of a good newspaper, and a Journalist keenly using the library can enrich himself and can effectively serve the media for a better society.

The present problem of the existing newspaper and other media libraries in the country and their use by the Journalists is far from satisfactory. Journalists irrespective of their qualification, experience, level of intellect, critical and investigative bent of mind, are required to use libraries, because, they need to improve the quality of their news in respect of content, currency, relevance and authenticity. But the situation often remains quite unfavourable to them, as there are hardly good newspaper libraries with adequate resources to serve their journalists. If at all, the libraries are existing within
the premises of concerned newspaper organisation, such libraries are either small with meager resources and inadequate reference support or no information services are provided.

While explaining the condition of such newspaper libraries in Calcutta, Chatterjee (1977; p.152) aptly remarks.

"While there are no libraries at all in many units, the stock are not properly classified and catalogued in most of the existing ones. There is no exhaustive and comprehensive clipping and indexing services available in any of the libraries. The enormous research potentiality of the newspapers virtually remains untapped. Evidently, the libraries are unable to play the role that they should play. The main reasons for this condition are, non-availability of required space, staff and of course, finance".

This more or less applies to the present scene of newspaper libraries in the country. The libraries that play a major contributing role to newsmaking has not yet been properly realised by the media persons, especially the newspaper owners who are to take interest in developing libraries in their respective newspaper organisations.

Similar is the attitude of the working Journalists towards libraries in their respective newspaper organisations. Most of them hardly realise the importance of information available in the library that can enrich and strengthen the news items with
much background and relevant information. While some Journalists do not feel the
necessity of giving much background information to their news, perhaps, owing to
their sheer negligence, others became victim due to their mere ignorance. The most
common complaint against Indian newspapers is that their stories often lack background
information. They generally assume that, readers are well-informed on the subject.
The correct attitude according to Parthasarathi (1984; p.94) is, perhaps, to provide
a meaningful background and explanation for every story they contribute.

Indian Journalist are not very keen on using several information sources before
preparing a news item. Parthasarathi (ibid), therefore, has pointed out further that

"reports put out by news agencies are finished
products when they reach the sub-editor and do
not need much further editing except condensation
and weeding out verbose but even they are very
often careless in spelling and grammar, and in
idiomatic usage. Sub-editors, it is well-known,
are not too fond of dictionaries, because they
consider it a waste of time to refer to it everything
they come across, a new word whose meaning
and spelling they do not know and they would
rather give the benefit of doubt to the writer, that
is, the reporter".

Journalists are also not adequately conscious about the use of libraries and
its several services for the cause of their reporting and news preparation. This can
be attributed to the deplorable state of affairs for the standard of newspapers in India.
While India, according to an estimate, occupies fourth position in the publication of
daily newspapers in the world, it can be assumed that the number of working journalists
associated with the print media is quite considerably more. The profession of Journalism
has been accepted as an elite and noble profession. But the professionals who are
coming under 'Working Journalists'* are still lagging behind in respect of their practice
of information-use.

The situation in the state of Orissa is not different from the national scene. With the growth of newspapers, particularly the dailies, the professional journalists working in various newspaper organisations are increasing day-by-day in the state. They seem to have been highly influenced by the professional cult, modern technology, increasing organisational attributes, specialised education, technique of mass communication and increased sense of social responsibility. But it is not exactly known about their sense of attitude and awareness towards libraries, information services and systems. In order to develop their journalistic standards, to equip them with the present situation and the latest trend, it is highly essential to make a study of the information needs and information seeking behaviour of these working journalists in the state. Such a study is usually undertaken by the LIS Scholars who can better identify the problems associated with the profession of Journalism and can suggest possible solutions for improving the standard of existing library services by bringing suitable changes to the existing information systems to be tailored to the information needs of the journalists and other media persons.

The existing literature on the subject has, however, clearly depicted that no such exclusive study has yet been undertaken at the Ph.D. level in the country on the reading habits, information needs and seeking behaviour of the working Journalists.

* The phrase 'Working Journalist' according to Press Council of India (1954) refers to only those whose professed avocation and the principal means of livelihood is journalism should be regarded as Working Journalist.
This emphasises that there is an urgent need to examine the utilisation of the existing library resources and facilities by the journalists and to collect more information concerning the way they seek and approach information from an information system.

The present study undertaken in the state of Orissa has, therefore, become imminent and its outcome would be more or less a replica for the other states as well as for the whole journalist community, as most of the attributes are likely to remain common representing their professional character in seeking information and utilisation of varied library resources. This study, therefore, merits immediate attention of journalists, newspaper management, various news agencies, library and information scientists, policy-makers and other media establishments in the country so as to bring suitable reforms in the existing library and information systems tailored to the needs of the media persons in general and the working journalists in particular.

1.3 STATEMENT OF THE PROBLEM

The study entitled "Information Needs and Seeking Behaviour of Working Journalists in Orissa: An Analytical Study" is a topic of great significance and interest not only to the scholars of Library and Information Science but also to the information society as a whole. Working Journalists in particular, who occupy a place of eminence in the society and shoulder the responsibility of reforming the society and nation-building through their writings, constitute a dynamic and potential group of library and information users. They are charged with the duty of translating the whole public life of mankind. Having been entrusted with such a heavy task and a great social onus, the working journalists need to maintain a sound communication order in the society. This phenomenon gives rise to the provision of supporting services
to enhance their professional standard and to improve their writing skill.

Thus the support of libraries and information services to ensure a free-flow of information to improve journalistic activities has become exigent. Then a spontaneous urge comes about the need for assessing the status of the working journalists, the way they use the libraries, the manner in which they seek information, their use-pattern, and their behaviour towards the information system, information sources and services they use, etc. as those would be of immense help for the librarians, library administrators, and the planners of media libraries to revamp their library and information systems according to the information requirements and reading tastes of the working journalists.

User studies of several kinds have been undertaken by the library and information scientists in their respective subject fields. However, study on “Information needs and seeking Behaviour of working journalists in Orissa, still remained unexplored. Moreover, user studies have become very popular among LIS Scholars and Librarians so as to trace out the information requirements of a particular group or class of users of a given library or information centre within a given geographical area. This area of study is found to be the most useful in a successful and challenging career in Library and Information Science.

In addition to this, the present study also intends to identify the status and position of working journalists in Orissa, their educational attainments, professionalism, research activities in Journalism and Mass Communication, and the available information resources so as to assess the future requirements. In the process of making an overview of the journalism profession in Orissa, the present study also aims to highlight some
of the key issues responsible for bringing the existing media libraries to a state of 
sombre. This, in fact, would help to identify the factors responsible for the growth 
and development of journalism in the state along with other attributes required to assess 
the problems and prospects of the whole spectrum of information systems and services 
required by the working journalists in particular.

Therefore, the present study is an attempt to make an in-depth analysis of 
various information requirements and reading interests of working journalists, their 
approach to information, and the existing library facilities available to them in the state 
of Orissa which has yet remained unexamined and unexplored.

1.4 SCOPE AND LIMITATIONS OF THE INVESTIGATION

Every study has two vital constraints - the theme and finance. This ultimately 
compels a social researcher to limit the scope of his investigation for making the study 
more precise, specific, and time-bound.

The present study is thus a form of users’ study designed to bring within its 
confines only the working journalists of Orissa, their information requirements, information 
seeking behaviour, their approach to varied information sources and channels, their 
awareness towards myriad information systems and services, their reading habits, and 
the existing library facilities available to them in the state. How information becomes 
an effective factor for the development of the journalists is the primary concern of 
the present study. This is because, journalism and information are symbiotic. But how 
much influence information has inflicted upon journalism has never been properly 
assessed neither by the journalists nor by the scholars of LIS. By undertaking this
study in a developing state like Orissa, the present investigation primarily aims to establish the phenomenon of "Information needs" of the working Journalists in different ramifications, besides identifying their status, educational attainments, professionalism, and research activities in the field of Journalism and Mass Communication.

Further, the present work is restricted exclusively to the working journalists in Orissa, those who are making their contributions to various leading Oriya dailies/newspapers.

Thus, the scope and limitation of the present study can be summarised as under:

1. the present study considers only the working journalists in Orissa as its sample respondents (i.e. limitation of respondents by class);
2. it includes only those working journalists who have been contributing to daily newspapers in Oriya and English published and circulated in Orissa (i.e. limitation by class and language of newspapers they represent);
3. it includes those journalists who are not only working on regular payment basis with newspapers, but also regularly contributing to the newspapers on a freelance basis, i.e. Free-lance Journalists. (i.e. limitation of respondents by the type of job they hold);
4. it includes only those working journalists who have been residing within the territorial jurisdiction of Orissa (i.e. limitation by geography);
5. this study has included all categories of working journalists having different job positions irrespective of their age, sex, qualification, remuneration/salary and the newspaper they represent, but excludes the teachers in journalism and retired journalists (i.e. limitation by category of respondents);
Thus, the sample in the present study remain confined only to working journalists including free-lancers who continue to work with different newspaper organisations and regularly contribute to newspapers, especially the daily ones. The retired journalists, teachers, students of Journalism and Mass Communication are, however, excluded from the scope. Although the present study did not initially consider the age factor of the respondents, still the collected sample found to have been attributed to the age range of 25 to 60 years for those respondents, included in the study.

1.5 OBJECTIVES OF INVESTIGATION

This study is primarily designed to reflect the reading habits, information needs, seeking behaviour, and the use pattern of the varied information sources and channels by the working journalists in Orissa. Besides it analyses the way the working journalists approach information, their knowledge about varied information sources and channels; and the existing library facilities made available to them.

The present study, therefore, sets forth the following objectives:

i. to find out the relative importance of varied information sources consulted by the working journalists included under the survey;

ii. to find out the nature and degree of constraints experienced in the process of information-seeking by the working Journalists;

iii. to discover the principal information needs and resources utilised for obtaining the desired information by the them;

iv. to assess the extent of their knowledge and co-operation prevailing among themselves relating to their day-to-day information needs;

v. to examine the limitations, if any, of the existing library facilities and services made available to them;

vi. to examine their approaches to varied information sources and/or for locating the information in-need;
vii. to ascertain both strengths and weaknesses of the collections of the respective media and services on which they depend;

viii. to find out the latest trend relating to the nature of search strategy employed by the working journalists for the current information as well as for obtaining references;

ix. to ascertain the extent of their awareness and knowledge concerning to various services in their respective field of interests made available to them by different libraries and information centres both in and out of the state;

x. to find out the various types of documentary sources used by them and the degree of their dependence on libraries;

xi. to identify the quantum of time spent by them in reading and scanning the literature in the field of Journalism and mass communication relevant to their profession;

xii. to investigate their habit of subscribing to journals (both current and retrospective) as well as newspapers;

xiii. to find out explanation of observed phenomena and prediction of behaviour;

xiv. to evaluate the overall existing information environment prevailing for the working journalists in Orissa and to find out the ways and means for a better information-related situation for their working conditions and career, and finally;

xv. to provide clues for solution of any/or all of these problems of their knowledge updating through a chain of libraries so as to make the library system more meaningful, effective, and a viable service institution for the cause of journalism.
1.6 REVIEW OF LITERATURE

An enthusiastic research beginner, inspite of his/her subject affiliation, is required to go through the research findings of similar work(s), if any, done previously. Such an exercise seems to be a boon for the scholar not only to carry out his research work more scientifically and efficiently, but it also adequately guides the scholar from where to start and how to start the present research, besides reflecting the trend of the subject and helping to check the duplication of the efforts.

However, literature on "Information Needs and Seeking Behaviour of Journalists" is not very replete. Having surveyed a number of available sources - both printed and electronic databases, it is found that there are very scanty research works and publications on journalists' use of libraries in general and their information seeking behaviour in particular. In India, research works undertaken by library and information scientists on journalism and mass communication is also not very much encouraging as very little effort has been made by the LIS Scholars in this direction. Surprisingly, a subject of such magnitude still remains unexplored. Hence, the present study became necessary.

The study undertaken by Rosamma Joseph in Kerala on "Information Needs of Newspaper Organisations and Journalists' use of Libraries" shows that, the trend of using libraries by the Journalists is not so much encouraging. Journalists use libraries mainly for the background materials and for obtaining specific items of information. The information which Journalists obtain from libraries are used mainly for writing features, articles, news items and for editing news items. Her study has identified further that journalists prefer to consult more informal sources of information rather than using the libraries in a desired manner as researchers use.
The findings of the work "Information Seeking Behaviour and the perceptions of information channels by Journalists of two daily newspapers" by Nancy Lee Herron has revealed that, newspaper journalists surveyed prefer informal channel use over formal channel use two to one, and that personal communication especially with colleagues was found to be the most important factor across all six principal areas of journalistic speciality. While journalists were relatively consistent on their use of the various source types, there was diversity in the way, the different type of journalists look for and use varied information sources. Although reliability of channel and source types use was perceived to be important to journalists, the extent of use of a library and its accessibility tend to affect the frequency of use.

The study done by Hoglund on Media and Communication enumerates some current research projects wherein the role of the library in higher education especially for the community of journalists in determining their information needs is described.

Eden, in his study on Information Needs and Seeking Behaviour Patterns of Journalists in Nigeria has clearly depicted specific areas of information needs and information seeking behaviour patterns of journalists in selected Nigerian towns, formal information sources consulted and the role of libraries and librarians in the media organisations in the concerned areas.

The research project undertaken by Baggs on Information Needs and Patterns of Information Seeking Behaviour of Journalists and Researchers in the National Media, Wales : A Study focuses on the assessment and evaluation of information needs and researchers engaged in the Wales national media and the current pattern of information seeking behaviour among them.
In the process of literature search, the investigator tried to collect literature available on the subject comprehensively. It was found that, only three articles which are of most relevant to this study are of in Czech language which could not be obtained in translated form in English inspite of the best efforts. However, the work of Jan Bartak as “Journalists, their information requirements and how to meet them”; Samuel Brecka’s work as “Users of information in Journalism” and Jiri Cepak’s work on “Some problems concerning for the design of an automated information system for Journalists and its realisation” etc. are some of the useful studies which too remained unavailable for review.

1.7 HYPOTHESES AND METHODOLOGY

An analytical approach to information needs and information seeking behaviour of working Journalists will provide a straight break-through not only in their information use pattern but also will help to develop a system approach to need-based information for their career and working environment. The present study is based on the premise that study on “information needs and seeking behaviour” determines the information needs of journalists and helps in designing the information systems and services.

However, hypotheses formulated for the present study are as follows:

1. That, the job of a journalist involves a considerable degree of intellect and academic background;

2. Journalists used to spend a considerable period of time in the library to increase their habit of consulting myriad information sources for developing their writing skills and journalistic activities.

3. Journalists are not ordinarily amenable to current information services for
their professional acumenship.

4. Journalists use frequently to those information sources from libraries that are directly related to their profession.

The present study perhaps would be a boon for not only revamping the existing library and information sources made available to the working Journalists, but also will be a guideline for developing an information system for journalism and mass communication activities.

1.7.1 Methodology

Since the primary goal of the present study is to identify the key factors associated with the information needs and seeking behaviour, and the use pattern of information of the working journalists in Orissa, first, the different newspaper organisations existing in the state are identified and a list of journalists working with them including the freelancers are collected from these organisations for the purpose of the sample.

A structured questionnaire, with both closed and few open options, was administered to elicit both quantitative as well as qualitative information from the respondents relevant to the study in the light of their observations and experiences. The relevance and utility of each item was also carefully examined before their inclusion in the questionnaire.

After obtaining the address of each journalist from the Department of Information and Public Relations, Government of Orissa and from the different newspaper organizations, the said questionnaires were mailed by post to the working journalists and some were delivered in person, particularly to those available within the capital
city of Bhubaneswar. A personal request was made to the respondents as and when the investigator met them for early return of the filled-in questionnaire. Some respondents desired that the investigator should sit before them to get the questionnaire filled-in, perhaps owing to the technicalities of the questionnaire from information science perspective. The respondents to whom questionnaires were mailed by post were again reminded by a letter for an early despatch of filled in questionnaires. As it was initially decided to study around 500 journalists, 490 printed questionnaires were sent, out of which only 226 filled in questionnaires were received back by the investigator, thus having response rate of only 46%.

The data collected through questionnaires were then scrutinised and their consistency was checked before analysis. Chi-square test was adopted to test the data variables in order to identify the significant determinants of the variables under consideration. The aim was to determine the influence of each relevant independent variable on the dependent ones, and delineate the process by which, each variable influences or is influenced by other variables in a determinate or definite sequence.

1.8 SCHEME OF THE WORK

The whole gamut of the present study is divided into six broad chapters covering the wide spectrum of informational and behavioural aspects of working journalists' and their professional interaction with library and information systems available to them.

Chapter - 1 is Introductory. It lands a detailed background justifying the need for the investigation. Some of the vital miens discussed in this chapter are - importance of library to Journalists, a brief background of the study, the statement of the problem,
scope and limitations of the investigation, a short review of literature, hypotheses formulated and methodology adopted, the scheme of the work, and finally, the constraints encountered in the process of investigation.

Chapter - 2 is the literature on user studies' and how it takes into its ambit, the subject of library and information science. It depicts clearly the conceptual framework of user studies, its genesis and development, a taxonomical division of users and user studies, the different methods and techniques employed in conducting user studies, the trends and models of user studies including a vivid scenario of research on user studies in India.

Chapter - 3 reflects the literature relating to Information Needs and Seeking Behaviour. This chapter gives a vivid description and analysis of information, its concept, various characteristics, types, principles, qualities, information channels, information needs, use and seeking behaviour along with various behavioural models.

Chapter - 4 seems to be a vital one as it deals with journalism in Orissa and the role of Journalists towards the development of society in general and the newspaper in particular. This chapter also discusses the importance of libraries and information centres for the improvement of Journalism and Mass Communication profession in the country with specific reference to Orissa.

Chapter - 5 reflects analysis and interpretation of data including some of the vital findings of the present investigation.

Chapter- 6, the last chapter presents a precise conclusion and some feasible suggestions which the investigator feels necessary to incorporate.
The present work also includes a bibliography arranged as per the specifications of Bureau of Indian Standards (IS: 2381 - 1978) besides appendices of the sample questionnaires, a list of core journals and abstracting and indexing databases available in the field of journalism and Mass Communication along with an index incorporated at the end.

1.9 CONSTRAINTS

The investigator has experienced a lot of difficulties and constraints during the course of present investigation. More serious among them are as follows:

As the investigator has certain interest in Journalism and Mass Communication, a topic of such magnitude was decided for research in consultation with the research supervisor and some of the working journalists known to the investigator in order to elicit their views and suggestions before taking up such an arduous work. Surprisingly, some of the working journalists who have been consulted by the investigator, though expressed the proposed work to be a good one of high research value, and assured their help in the matter, the investigator did not receive their cooperation in a way the same was assured and expected.

In course of distribution and collection of filled-in questionnaires back from the respondents, the investigator had to sustain a great loss of energy, money and valuable time by visiting the journalists frequently, deputing representatives to them at given intervals, reminding repeatedly through several telephone calls, letters and through other modes of request which, however, did not serve the purpose of getting back the whole filled-in questionnaires from the respondents. Such a tendency ultimately led to a meager response rate of only 46%.
The investigator had to encounter an equal number of problems relating to collection of literature on the subject. He had to visit some national level information centres like INSDOC, NASSDOC, some special libraries and information centres like Indian Institute of Mass Communication, NCERT, British Library, American Centre Library, and few newspaper libraries, such as, 'Times of India', 'The Hindustan Times', the 'Indian Express' etc. all located in New Delhi. The investigator had also visited some University libraries to collect literature and other materials relevant for this study as the same was not available in the local libraries. Besides this, some University libraries like SNDT, Calicut and an international institute like Asian Mass Communication Research Centre, Singapore were also contacted for obtaining relevant information.

In the process, the investigator consulted LISA abstracts and several other databases so as to identify the related research work, if any, done on the subject. Unfortunately, there was no such exclusive work done by Library and Information Science Professionals/ Scholars on the Information needs and seeking Behaviour of the working Journalists in English Language. Only three articles were found in Czech language which again could not be translated into English inspite of the best efforts made by the investigator. Owing to non-availability of translation facilities, such a situation rendered the literature review far from expectations.

These constraints to some extent have affected the results of the study notwithstanding, to the best of efforts made by the investigator. However, against all odds, the present work was done with the active, positive and ungrudging support of the Research Supervisor who has done everything possible to complete the work in the scheduled time frame. The succeeding chapters will show different aspects of the subject matter and the extent to which it could fulfil the expectation of the target audience.
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