6. CONCLUSION AND SUGGESTIONS

Indian publishing industry in general and newspaper organisations in particular are extremely successful and competitive. There is a steady growth of newspaper publications adding numbers and value to the print media. Such an exponential growth can be ascribed to myriad factors like improved technology, increasing reading habits of the public, increasing number of newspapers ownership and contribution of journalists. Journalists' role in newspaper publishing appears to be remarkable in the sense that the whole gamut of newspaper publication depends upon the effectiveness of the working journalists. It is an acknowledged fact that effectiveness of a professional depends upon dissemination and use of right information at right time. Here, journalists are not an exception to it. In this connection, it is assumed that the need of information for the journalists is a basic necessity and, satisfying their needs through appropriate information not only makes them replete in terms of their professional talent but also can improve the quality and contents of a given newspaper publication.

However, it is felt that need for information for the journalists, emanating from libraries and information centres, is of great importance. How to develop an information system and provide adequate information services to these working journalists is a question that often remains undiscussed. Hence, the present investigation has become imminent.

The present study is primarily designed to reflect the magnitude of library use in its different dimensions by the working journalists and to ascertain their information needs and seeking behaviour that mould their professional workmanship and character.
The sample of 226, out of 490, respondents constitute the database for the investigation with a response rate of 46%, was obtained from 40 different newspaper establishments in the state of Orissa. The job positions of respondents ranges from an Editor to a rural Representative having different level of qualifications ranging from Matriculation to Master Degree in Journalism and Mass Communication. Since the study is confined to working journalists only (including free-lancers), it has excluded retired journalists, teachers and students in journalism and mass communication from the scope of the study.

Among other things, the primary objective of the study is to depict the complete information scenario in journalism and mass communication, wherein working journalists' need for information, use and non-use of information sources, their approach to myriad information sources and channels, their search strategy, their awareness of information tools and services, their usual habits of information gathering and use, their information behaviour phenomenon, constraints encountered by them and solutions to their problems are precisely predominant.

Results of the study are succinctly discussed in the following sections.

6.1 CONCLUSION

The present study has brought out interesting and worth-discussing results that reflect the information scenario for the working journalists in a developing state like Orissa. The following are some of the vital findings and concluding remarks of the study.
The study finds that 36.13% of working journalists in Orissa belong to the age group of 30 to 40 who predominate the profession of journalism compared to other age groups. The trend of age factor again reveals that middle aged persons are more in the journalistic profession than that of younger and older people. From this stand it is evident that working journalists in the state are more in the middle age group compared to other age groups.

The study indicates that there are different types of designations (job positions) that the working journalists had in the state. They are of eleven categories. It is interesting to note that 30.08% of the respondents hold 'correspondent' as their job designation, followed by 17.7% hold 'reporters' and 15.93% sub-editors.

The educational qualification of the working journalists is a matter of consideration in the study whereas it is clearly depicted that 39.82% of respondents are graduates. Although professional qualifications, ranging from diploma to master degree in Journalism and Mass Communication, have hardly received any consideration as an essential criterion in the matter of journalistic work, it has not been completely ignored. However, the study reveals that, higher the qualification forms a better community of journalists, because they need a considerable degree of intellect and academic background for the effective performance of their responsibilities.

In terms of salary/monthly income of the working journalists in the state, the study demonstrated a very gloomy picture. While almost 13% of the total respondents are found reasonably paid (from Rs.4,000/- and above), 18% of the respondents did not mention their salary and 7.08% of them are honorary. Thus, the remaining 60% of the working journalists are found low-paid. Hence, it is concluded that journalists in the state are not well-salaried or well-paid class of people, perhaps owing to the poor financial conditions of the newspaper establishments.
As regards to the different job positions the working journalists are assigned in different newspaper organisations, it is identified in the study that the respondents those who work under reporting area alone constitute 47.35% of the total response. Hence, it is ascertained that working journalists in the state are more in the reporting field compared to other areas of journalistic activities.

Professional status of journalists appears to be an important element that effects the success of any print media. This is normally judged by the term 'accreditation'. The study finds that only 29.65% of the journalists are accredited and the remaining 70.35% of them are non-accredited. This shows a gloomy picture of the professional status of journalists in the state.

While job satisfaction is considered as an important aspect in professional work, this study has included a point to determine the job satisfaction of working journalist in the state. Although the level of satisfaction between the parameters 'satisfied' and 'not-satisfied' appears to be marginal, the respondents are found to be more of a satisfied in nature that accounts 54.86% than that of 'dissatisfied' with 45.14% of the total responses received. This reveals that working journalists in the state are satisfied with their job, though most of them are not reasonably paid.

Although the sample of 490 respondents were chosen from all the newspaper establishments of Orissa, only 226 of them responded with a response rate of 46% covering cross section of newspapers with different periodicities were studied. The study reveals that working journalists belonging to Oriya newspapers are more in number (74.31%) compared to English and Hindi newspapers (25.69%). The study has further depicted that those journalists working in 'daily newspapers' are more in number than newspapers with other periodicities.
While determining journalists' aptitude towards specialisation in news writing, the study has revealed that, journalists in Orissa are more of a reporting and investigative in nature compared to other eight different areas of specialisation as depicted in the analysis. Hence, it is observed that, journalist working for various newspapers in Orissa are least specialised in narrow areas compared to broad general/investigative reporting.

In regard to the attachment of working journalists with libraries in Orissa, it is found that 57.08% of the respondents pay visit to libraries daily, followed by 19.08% visit as and when required. Again, 16.82% of the respondents visit libraries only once in a week and 1.77% opted any other frequencies. Hence, it is evident that working journalists are in need of information and used to visit libraries to consult library materials frequently unlike the other category of clientele, to improve their professional efficiency.

A majority of the working journalists are found to have preferred to pay 'personal visit' as mode of dissemination to seeking and acquiring information from libraries. While 57.07% of the respondents preferred to visit personally to collect information, 47.85% opted to choose 'telephone' as mode of dissemination of information from libraries. From this, it can be determined that, personal visit appears to be a significant mode of information dissemination for the working journalist in the state, compared to other modes of acquiring information.

The study has disclosed the various expressed information needs of the working journalists wherein it is found that the respondents have their definite principal information needs and to satisfy these needs they used to utilise resources from the libraries. They have preferred a rare combination of subjects very much linked to their profession such as art of technical/journalistic writing, press law, ethics in journalism, press accreditation,
investigative journalism, press clippings of important items as their preferred subject areas which are utmost significant for their journalistic activities and seek out information from libraries to support their information needs.

Interestingly, the study reveals that 50.44% respondents prefer to purchase documents to build-up their own collections at home instead of depending upon library materials for petty references. Use of libraries by the working journalists in the state is found to have primarily confined to two types of libraries although they use other sources negligibly. While 50.44% of the respondents preferred to build their own libraries, 46.46% of the total respondents, however, preferred to use newspaper office/institutional libraries and the remaining preferred other sources for obtaining reading materials. One thing which is very clear from this study that working journalist preferred to depend more upon their own personal collections than any other libraries for obtaining materials they need to refer.

It is found that, journalists in the state contribute more feature articles to their respective newspapers compared to reporting proper. It is evident from the fact that, 71.69% of the respondents agreed that they used to write feature articles and the remaining 28.31% did not respond. It appears that they do not have any such contribution.

The study has depicted a clear picture concerning the use pattern of the library by the working journalists. This study shows that, 31.86% of the respondents used to spend 'less than an hour' in each library visit and 22.57% of the respondents used to visit between '1-2 hours' and 'more than four-hours'. In scanning library materials 27% have opted to both 'less than an hour' and '1-2 hours'. Only 22.12% of the total responses spend 'more than six hours' in the library during each visit.
The study has shown further that the respondents do not have a regular visit to libraries. Rather they visit library occasionally as and when a demand for information arises. Their purpose of visiting libraries is not so encouraging. Since newspaper reading is a basic necessity for them, they read newspapers more regularly compared to other form of reading materials. Similarly, for referring journals and consulting reference tools, they used to visit frequently and occasionally respectively. Hence, it compels one to presume that journalists used to visit libraries to refer documents in a frequency that determines their specific need.

In regard to time devoted in areas of specialisation, it is evident from the analysis that, 27.88% of the respondents spend 1-2 hours and 19.02% spend 2-4 hours and more than six hours. While devoting time for consulting subjects other than Journalism, the respondents spend more or less equal amount of time. Thus journalism is an integral part of a library system.

The study has definite findings in regard to the frequency of visit to libraries by the respondents. It is found that, 30.97% of the respondents visit the library rarely followed by 24.34% visit once in a week. 20% of them prefer to visit daily. It is, therefore, evident that, the time frequency at which journalists visit libraries is not encouraging apparently due to their busy schedule of reporting and gathering information in the field. As depicted earlier, they prefer to use their personal collections rather than to visit libraries. Thus, the frequency of their visit to other libraries is not very much on the cards.

It has been made here very clear that working journalist rank top priority to those library materials which are usually required essential for their day-to-day journalistic
activities. This can be exemplified that newspapers and popular magazines rank top priority and journals and research reports came under high priority. Since these library materials appear to be essential, these are ranked in superlative degree paving the way for the conclusion that journalists give priority factor to primary documents for their use.

As regards to the availability of documents in their respective parent library systems, the study shows that inadequacy of document availability has prevailed over adequacy in libraries attached to their newspaper organisations. Except newspapers/clippings which appear to be adequate, no other form of materials are quite adequate that makes a very discouraging feature of the collection development in newspaper libraries.

Current periodicals, seminar/conference proceedings and newspaper clippings are some of the vital information sources that received priority in their agenda for searching information.

The study indicates that, journalists are not good at using current information services for their professional upliftment. As is evident, the respondents are more using traditional library services like borrowing, reference etc. compared to current information services like SDI, CAS, On-line searching etc. This helps to sum up that, journalists under the survey are not in good habit of using different information services cultivating current approach to information, may be partly owing their ignorance and partly owing to non-availability of current information services in the libraries of their respective parent institutions.

Frequency of use of information sources is a matter of great importance for the journalists which has been studied here. It is found that the respondents have assigned
priority to the use of those information sources and services which are primarily and directly related to their day-to-day writing.

In regard to awareness of the respondents about availability of different information sources and services, reference databases, reference tools and libraries in journalism and mass communication the study has shown that:

(i) they are not well aware of various information sources and services, reference databases and reference tools, available in their own field; and

(ii) they have the only knowledge of libraries and information centres available in their concerned field in India.

User-education appears to be a milestone in the proper and effective use of libraries. The study has therefore, sufficiently depicted that for the working journalists in the state a well-planned library user education is necessary to keep the library in its best use.

On the question of communication modes preferred by the working journalists in seeking information from libraries, more than half of the respondents (54.43%) prefer to have the mode of personal visit than any other channel. Perhaps, non-availability of the use of information technology in libraries leads them to choose personal visit to seek out information, compared to other mode of acquiring information.

In identifying the constraints that the respondents encounter in using information in libraries, the study reflects some of the important problems. While 'finding time to look for information' and 'absence of library automation' are found to be extremely difficult problems, 'getting information quickly', 'materials in other languages', 'inadequate library
staff' and 'inadequate reference services' are prioritised as considerable problems for them. Respondents, however, consider little problem to 'obtain up-to-date materials' and 'lack of proper financial and moral support from the parent institution'. Nothing is significant under 'no problem area'. It, therefore, signifies that the respondents encounter a lot of problems in using libraries for their journalistic writings. However, the magnitude of such problems vary from one respondents to the other.
6.2 SUGGESTIONS

Working journalists are those professionals who are engaged in making informative reporting to public. They have a greater responsibility to bring social changes by their reflective writing. Their writing must be qualitative, having adequate information to support their arguments. They need adequate information to make their news items or feature articles interesting, readable, informative, and entertaining. In order to ensure such a qualitative news production, the role of the libraries and information centres assumes greater importance. Because, information emanating from libraries to a community of journalists not only helps to develop their professional talent, but also improves the quality, authenticity and contents of news items, their reporting ability and aptitude. Hence, libraries are essential institutions of knowledge to suffice the information needs of the working journalists.

This study, taking into account, the various information needs of the working journalists and on the basis of the analysis of the research responses received from them, intends to land some of the following suggestions in order to improve the library and information activities especially helpful to the community of working journalists in Orissa.

6.2.1 Library legislation which appears to be a dynamic form of library movement needs to be promulgated in the state so that the spread of libraries from the lower echelon of village level to the highest level of State Central library will be more wider and, flow of information will be a common phenomenon and uninterrupted. The journalists particularly representing rural and inaccessible remote areas will be benefited most out of such a wide spread existence of libraries throughout the State.
6.2.2 A State-level Library and Information Centre exclusively for Journalism and Mass Communication may be set up as a clearing-house of information for the working journalists in the State capital. By doing so, the information-flow intended to be addressed to the community of journalists can effectively be accelerated and utilised.

6.2.3 Library automation which appears to be an order of the day and common place in all types of libraries today, needs to be implemented in all the libraries those who are serving to the community of journalists or attached to large newspaper organisations in the State. This will ensure effective use of information by those professional journalists.

6.2.4 As reported in the study, inadequacy of documents in the parent library system of various newspaper organisations is one of the major shortcomings. To overcome such a foible, a better approach to collection development may be taken up by the concerned library authorities through regular survey of their needs, so that availability of basic information services can be ensured to the community of journalists in the State.

6.2.5 As reflected in the study, most of the newspaper libraries do not have a professional librarian to look into the acquisition, processing, organisation and dissemination of information in a professional style. The owner and editor of such newspaper organisation may take-up this crucial issue with priority and take measures to appoint a professional librarian in their respective newspaper libraries who can effectively build library to provide various information and documentation services to meet the myriad information needs and expectations of the working journalists.
6.2.6 As most of the respondents have expressed their desire to obtain user education in libraries, major libraries attached to such newspapers may undertake such a programme besides incorporating some of the basic areas of library and information science in the syllabus of journalism and mass communication courses taught in the different universities in the country.

6.2.7 The existing public libraries in the State seem to have ignored the collection of materials in the field of journalism and mass communication for their libraries. Since they are to provide library service to a variety of users without any discrimination, they may not ignore collection of documents in this subject.

6.2.8 Newspaper libraries located in major cities and towns may develop a networking among themselves so as to ensure sharing of resources that ensures optimum utilisation of information and other library resources with limited cost and time. Such a consortium of newspaper libraries, say at the State level, under OMLINET (Orissa Media Libraries Information Network) can be set up and, all the media libraries including Doordarshan, AIR and Libraries of the University Departments engaged in teaching and research in Journalism and Mass Communication can become members. This will not only ensure free-flow of information, but also will provide a mobile character to the media libraries.

6.2.9 A library attached to an academic institution for journalism and mass communication may provide current information services of various kinds both for the awareness and use of relevant information by the working journalists in the state. The same would lead to marketing of information among the community of journalists.
The librarians, information intermediaries of various newspaper libraries may bring their libraries through their outreach information services to the doorsteps of the journalists so that, the use habits, information seeking behaviour, and need for information would effectively be augmented with a striking changes in the use and existence of libraries for the cause of journalism and mass communication in the State.

If the foregoing suggestions are honestly met, the image of the existing media libraries, the working journalists and the contributions made by them, and the various newspapers they represent, would hopefully acclaim wide recognition.
PROPOSED MEDIA LIBRARY NETWORK IN ORISSA

(Fig. No. 18)