CONTENTS

ACKNOWLEDGEMENTS

ILLUSTRATIONS

INTRODUCTION AND METHODOLOGY 1-9

1. CHALLENGES BEFORE MASS COMMUNICATION IN THE AGE OF INFORMATION REVOLUTION 10-26

- Exponential Growth of Information
- Growth of Scientific Journals
- Growth of Indexing and Abstracting Journals
  - Growth of Learned Societies and their Publications
- Growth in Book Production
- Growth in the News Agencies and their Output
- Growth in Information Technology
- Growth of Communication Media
- Growth of Information Generating Media
- Growth of Information Requirement Pattern
- Growth of Public Taste
- Language
- Religion
- Social and Political Set-Up
- Limitations of Mass Communication
  - Government Control and Autonomy
  - Communication Policy
  - Communication Technology
2. MASS COMMUNICATION AND PUBLIC LIBRARIES: A STUDY IN INTERACTION.

- What is Mass Communication?
- Channels of Mass Communication
  - Communicator
    - Why Communication is essential?
  - Functions of the Communicator
  - Who is a Communicator?
- Medium
  - Print Medium
  - Electronic Medium
  - Traditional Medium
  - Conventional Medium
- Message
- Receiver
- Objectives of Mass Communication
  - Information
  - Education
  - Recreation
- Public Library
  - What is a Public Library?
  - Channels of Communication in Public Library
    - Library i.e., Communicator
    - Collection and Potential of the Library i.e., Message
    - Service and Techniques i.e., Medium
- Readers i.e., Receiver
- Objectives of the Public Library
  - Information
  - Education
  - Recreation

3. PUBLIC LIBRARY: THE PEOPLE’S UNIVERSITY

- Mass Education
- Formal Education and its Limitations
  - Lack of Universalization of Education
  - Age Requirement
  - Minimum Educational Requirements
  - Territorial Requirements
  - Legal Requirements
- UNESCO Public Library Manifesto
- National Advisory Commission of Libraries, U.S.A.
- Education Through Public Libraries
  - Education for all
  - No formal Educational Requirements
  - No Territorial Requirements
  - Children’s Institution
- Adult Education and Public Library
- Formal Education through Public Libraries
- Public Libraries and Cultural Change
- Public Library and Mass Communication

4. EMERGENCE AND DEVELOPMENT OF PUBLIC LIBRARIES IN INDIA. 68-80
5. DELHI PUBLIC LIBRARY SYSTEM: A HISTORICAL BACKGROUND. 81-92
   - Chronology of Events of Delhi Public Library System.

6. ORGANIZATIONAL AND FUNCTIONAL SET UP AND SERVICES OFFERED BY DELHI PUBLIC LIBRARY SYSTEM: A REVIEW. 93-106
   - Delhi Public Library and its Branches
   - Government of the Library
   - Director
   - Deputy Director
   - Other Staff
   - Zones
     - South Zone
     - North-West Zone
     - East Zone
     - Central Zone
   - Administration
     - Establishment
     - Accounts Section
     - Stores Section
     - Board's Section
   - Binding Section
   - Technical Section
     - Book Section
     - Public Involvement in Book Selection
     - Book Processing
   - Stock Reviewing Department
Statistics Department
- Reprography Section
- Braille Department
- Mobile Service Department
- Social Education Department
- Legal Department

7. EVALUATION AND FINDINGS OF DELHI PUBLIC LIBRARY SYSTEM. 107-165
- Budget
  - Budget Expenditure
- Membership
  - Attestation of Membership Forms
  - Colour of the Tickets
  - Decentralization of the Membership
  - Child Membership
  - Security Membership
  - Women Membership
  - Occupation of the Members
  - Occupation of the Reader in the Reference Section.
- Religion of the Respondents
- Social Education Activities
- Publicity
  - The Community of the Library
- Source of Knowing the Library
- Cultural Activities
- Children's Activities
- Adult's Activities
- User's Activities
- Staffing Pattern
- Disappointment among the Staff
- Space Scarcity
- Coverage
- Age Group of the Readers
- Educational Level
- Distance Covered by the Readers
- Transportation
- Purpose of Visiting The Library
- Frequency of Visiting The Library
- Reader's Satisfaction With The Library and Its Services.

8. SUGGESTIONS AND CONCLUSION. 166-176

ADDITIONAL REFERENCES CONSULTED 177-189

- Books

- Articles and Reports

APPENDICES 190-237

- Chronology of Establishment of Public Libraries in India
- Public Libraries in the Union Territory of Delhi
- User's Survey of Delhi Public Library System: A Questionnaire.
- Model Public Library Bill of India
- Service Points of Delhi Public Library System