
UNIT 3 INTRODUCING THE INSTITUTION

Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Warm Up
- 3.3 Reading Comprehension
- 3.4 Vocabulary
- 3.5 Institutional Profile: The Contents
- 3.6 Study Skills: Use of Abbreviations
- 3.7 Writing Institutional Profile
- 3.8 Listening
- 3.9 Grammar: Verbs Describing Job Responsibilities
- 3.10 Summary
- 3.11 Answers to Self Check Exercises
- 3.12 References and Further Reading

3.0 OBJECTIVES

After reading this Unit, you will be able to:

- explain how to talk about your institution;
- write a profile about it;
- talk about the jobs and responsibilities of various people in your organisation; and
- use verbs pertaining to jobs and responsibilities.

3.1 INTRODUCTION

You will be often required to introduce your organisation/department to others: visitors to the organisation, at meetings, at social events, to your contacts and friends and so on. You should be proud of this opportunity you get to introduce your organisation. This Unit will prepare you to do this effectively by teaching you what type of contents you should include in such a presentation, how you should structure the presentation, how you should handle the presentation, etc.

3.2 WARM UP

If you are asked to introduce the university /college where you studied, list below the type of information will you include in that presentation:

.....

.....

.....

.....

3.3 READING COMPREHENSION

Read the text below and then answer the questions that follow:

During the last two decades the image of librarianship has changed. With every advancing day librarians are confronted with competition from the Web resources including the Google as their users come to the library mostly after they have exhausted their searches on the Web. Librarians, therefore, have to have much better information which the Web can't normally offer to untrained surfers. It always serves better if librarians know in advance what their users generally ask for and also if they know how much DELNET can offer to satisfy their information needs. DELNET is the network that empowers librarians with quality information resources and those librarians who use DELNET resources make a mark in their institutions. Librarians have a meaningful role to play by knowing what quality resource exists on a subject and in arranging those resources for their users.

DELNET was started at the India International Centre Library in January 1988 and was registered as a society in 1992. It was initially supported by the National Information System for Science and Technology (NISSAT), Department of Scientific and Industrial Research, Government of India. It was subsequently supported by the National Informatics Centre, Department of Information Technology, Ministry of Communications and Information Technology, Government of India and Ministry of Culture, Government of India.

DELNET has been established with the prime objective of promoting resource sharing among the libraries through the development of a network of libraries. It aims to collect, store, and disseminate information besides offering computerised services to users, to coordinate efforts for suitable collection, development and also to reduce unnecessary duplication wherever possible.

DELNET has been actively engaged with the compilation of various union catalogues of the resources available in member-libraries. It has already created the Union Catalogue of Books, Union List of Current Periodicals, Union Catalogue of Periodicals, CD-ROM Database, Database of Indian Specialists, Database of Periodical Articles, Union List of Video Recordings, Urdu Manuscripts' Database, Database of Theses and Dissertations, sample databases of language publications using GIST technology and several other databases. The data is being updated in each of these databases and is growing rapidly. All the DELNET databases have been resident on DELSIS, an in-house software developed on BASIS Plus, an RDBMS, the product of Information Dimensions Inc. of USA which has been provided to DELNET courtesy National Informatics Centre, New Delhi.

DELNET provides an array of facilities including e-mail to its member-libraries including both institutional and associate institutional members. DELNET's relentless efforts in resource sharing have proved extremely effective. It has indeed been a big leap towards the modernisation of libraries in India.

Source: www.delnet.nic.in

Self Check Exercise

- Note:** i) Write your answers at the space given below.
ii) Check your answers with the answers given at the end of this Unit.

1) In what way has the image of the librarian changed in recent years? Why has it changed?

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.....
.....

2) What is the prime objective of DELNET? Name any two services offered by DELNET?

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.....
.....
.....

3) Read the activities in which DELNET has been engaged with in paragraph 4. Why are they important?

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.....
.....
.....

4) Should an ordinary user of the library be informed about DELNET? How and why?

.....
.....
.....
.....

3.4 VOCABULARY

Self Check Exercise

Note: i) Write your answer at the space given below.

ii) Check your answer with the answers given at the end of this Unit.

5) Find words from the Reading Comprehension passage which mean the same as the following:

i) Accepting a difficult fact and dealing with it

ii) Used up or consumed completely

iii) To make a distinct or lasting impression

iv) Large number of different items

v) Determined and ceaseless

vi) An important advance

3.5 INSTITUTIONAL PROFILE: THE CONTENTS

There is no hard and fast rule on what an institutional profile should contain. But, it is important to realise that the profile should give the user a clear idea about the institution. The format, the design, the style of writing, the language, the structure, etc. should be appropriate. Even at a glance the reader should be able to get an idea about the institution. Elements such as the following could be considered for inclusion in an institutional profile. However, the contents would normally vary according to the nature of the institution, its status, its size and so on.

- 1) Year of establishment
- 2) Brief history of the institution
- 3) Its mission statement/objectives/vision
- 4) Main achievements over a period of time
- 5) Description of its main activities
- 6) At whom its services/products are aimed at/ the target audience
- 7) What the customers can expect from the institution
- 8) Information on key staff
- 9) Future plans
- 10) Contact details.

Information Gathering

If you are asked to write the profile of your library, what sources will you consult to get comprehensive and up-to-date information about the library?

1)

2)

- 3)
- 4)
- 5)
- 6)

Filtering of Information

Once you have identified/collected all the required sources of information, you need to select the important ones from these, and weed out the others. This selection will depend upon the purpose for which you are expected to give the presentation. If the purpose is to brief the students, you need to select more on the facilities offered by the college and details about the courses. On the other hand, if it is for briefing a group of librarians from other colleges, the focus should be the library.

If you have to write the profile of a library what type of information would you include about the library:

- 1)
- 2)
- 3)
- 4)
- 5)

To introduce an institution you can use different presentation techniques. It could be any of the following or even a combination of one or more of the following:

- Conducted tour of the institution
- Lecture
- Lecture aided by multimedia presentation
- PowerPoint Presentation
- Question - answer session
- Distribution of reading material/CD

Again, such an introduction can be done by one person or a team.

The mode of presentation will also depend on the academic/professional level of audience, its size, time available, the venue and so on.

If you have to introduce your library to a group of post graduate students in library science, comprising about 50, in your college hall, what will be the mode of your presentation?

Collation of Information

You have by now selected various sources, all giving relevant information, to enable you to make a presentation. While selecting the material you have kept in mind the level and size of the audience to whom you are going to give the

presentation. Now you need to put all the information in a logical sequence, which you think will be helpful to the audience. The structure of the presentation should be such that information should flow from one section to the next.

3.6 STUDY SKILLS: USE OF ABBREVIATIONS

Self Check Exercise

Note: i) Write your answer at the space given below.

ii) Check your answer with the answers given at the end of this Unit.

- 6) Given below are 10 abbreviations, which are frequently used in library and information field. Please find the expansion for these and write these down. Please note that you may have to use reference sources such as dictionaries of abbreviations as well as websites to find the answers.

AACR 2

CILIP

IFLA

LC

BNB

IASLIC

NISCAIR

DRTC

UDC

INFLIBNET

An abbreviation is a shortened form of a word or phrase that is usually used to save space in written documents. Although they are used most often in technical writing, they can also be used in other forms writings too.

Basic Rules for Using Abbreviations

These are some basic rules that should be followed by a student using abbreviations in her/his writing:

- 1) Use abbreviations sparingly, especially in formal writings.
- 2) When in doubt, don't use abbreviation, instead spell it out.
- 3) When an abbreviation is only one or two alphabets shorter than the full word, the word should not be abbreviated.
- 4) When in doubt, check a dictionary for the correct and acceptable format of any abbreviations to be used.
- 5) Use abbreviations consistently. When you use an abbreviated form of a word once, it is vital that you continue to use the same abbreviated form through out.

- 6) When using an abbreviation in a text, it is important to write the expanded form the first time, with abbreviated form in brackets. For example, University Grants Commission (UGC)... After writing so the first time, you need to write only the abbreviated form in subsequent use.
- 7) Never begin a sentence with an abbreviation.
- 8) Use abbreviations only when you have to use it more than once in a text.

Locate at least two abbreviations dictionaries in any library. Check if the abbreviations listed above are given in these dictionaries. Write down the details of the dictionaries below:

Dictionary 1

Title :
Year of Publication :
Name of Publisher :

Dictionary 2

Title :
Year of Publication :
Name of Publisher :

Self Check Exercise

- Note:** i) Write your answer at the space given below.
ii) Check your answer with the answers given at the end of this Unit.
- 7) Identify two websites exclusively dealing with abbreviations, and write down their URLs below
URL of website 1
URL of website 2

3.7 WRITING INSTITUTIONAL PROFILE

Activity 1

The following passage on Indian Digital Library in Engineering Science and Technology (INDEST) is reproduced from website www.iita.ac.in . This passage is about the important initiative on information sharing and networking started in India a few years ago. Making use of the contents in this, and also the other information available on the website “www.iita.nic.in”, write a profile of INDEST. The profile should include a minimum of five aspects mentioned in Section 3.5 of this Unit.

Indian Digital Library in Engineering Science and Technology

The Ministry of Human Resource Development (MHRD) has set-up a “Consortia-based Subscription to Electronic Resources for Technical Education System in India” on the recommendation made by the Expert Group appointed by the ministry under the chairmanship of Prof. N. Balakrishnan. The consortium is named as the Indian National Digital Library in Science and Technology (INDEST) Consortium.

3.8 LISTENING

Self Check Exercise

Note: i) Write your answers at the space given below.

ii) Check your answers with the answers given at the end of this Unit.

8) Departments: You may play the CD provided and listen to the audio for this section. You will hear from 10 people who do different kinds of work in a Library. Identify the departments that they work in. Please note that the text of the audio has been provided in the answers section as Text - 1.

i) vi)

ii) vii)

iii) viii)

iv) ix)

v) x)

9) You will hear 3 people talking about their jobs and responsibilities. Listen to them and decide what they work as. Please note that the text of the audio has been provided in the answers section as Text -2.

i) ii)

iii)

3.9 GRAMMAR: VERBS DESCRIBING JOB RESPONSIBILITIES

Profiling your work and job responsibilities involves stating what you do and outlining your responsibilities. The choice of appropriate verbs is of utmost importance here.

Now look at this profile of a computer operator. The verbs are highlighted for you in this profile.

Computer Operator

Job Purpose : To **input** and **extract** data quickly and accurately using a computer terminal.

Job Responsibilities : **Enter** standard documents into the computer quickly and accurately using the keyboard.

Check data entered for accuracy and refer any queries to supervisor or data originator.

Select appropriate program or software for data being entered.

Report any data entry problems to supervisor.

Self Check Exercise

Note: i) Write your answer at the space given below.

ii) Check your answer with the answers given at the end of this Unit.

10) Now look at the profile of a Management Consultant and fill in the blanks with missing verbs. You may need phrases in some of these blanks. You may use words given below in case of difficulty. You can use one word / phrase more than once.

maintain	carry out	develop	conduct
prepare	analyse	determine	present
implement	identify	assist	

Management Consultant

Job Profile: To analyse problems, and provide advice and guidance to a range of organisations on issues and problems relating to policies, procedures and methods and to recommend appropriate actions, providing assistance with implementation where required.

Job Responsibilities:

- i) market research to identify consultancy opportunities.
- ii) presentations and proposals for prospective clients to sell consultancy projects.
- iii) client problems and make attempts to resolve it.
- iv) research, problems and potential solutions for a variety of client projects to present workable solutions or provide specialist advice to enable clients to resolve business problems.
- v) and reports setting out the findings, conclusions and recommendations arising from consultancy projects.
- vi) regular contact with the client to ensure that there is regular information about project progress.
- vii) with implementation of consultancy recommendations.
- viii) all required project and client data to ensure that full information is available for project planning, contract management and business development.
- ix)an awareness of progress in relevant field of expertise to ensure that advice given is accurate and up to date.

These verbs express achievements or something a person does in a concise and persuasive manner. For example:

Develop a new design

compiles various Union Catalogues of the resources available in member-libraries and offers E-mail services to its member-libraries including both institutional and associate institutional members.

- 3) The activities in which DELNET has been engaged with are important because they enable librarians to collect and compile and share resources. It helps reduce unnecessary duplication and helps the librarians to stay abreast and updated. The activities will help the librarians to have a meaningful role to play by knowing what quality resource exists on a subject and in arranging those resources for their users.
- 4) Surely an ordinary user of the library should be informed about the DELNET as it will help him/her to search for resources in a productive manner without wasting time and energy. The user can access the vast data compiled by DELNET and also make use of related services offered. The librarian can educate library members through the notice board bulletins, net-worked library computers, information kiosks and the like.
- 5)
 - i) Accepting a difficult fact and dealing with it (**confronted**)
 - ii) Used up or consumed completely. (**exhausted**)
 - iii) To make a distinct or lasting impression (**make a mark**)
 - iv) Large number of different items (**array**)
 - v) Determined and ceaseless (**relentless**)
 - vi) An important advance (**a big leap**)
- 6) **AACR**: Anglo American Cataloguing Rules
 - CILIP** : Chartered Institute of Library and Information Professionals
 - IFLA** : International Federation of Library Associations and Institutions
 - LC** : Library of Congress
 - BNB** : British National Bibliography
 - IASLIC** : Indian association of Special Libraries and Information Centres
 - NISCAIR** : National Institute for Scientific Communication and Information Research
 - DRTC** : Documentation Research and Training Centre
 - UDC** : Universal Decimal Classification
 - INFLIBNET** : Information and Library Network
- 7) www.abbreviations.com www.alphadictionary.com

Text -1

- i) I send orders for buying books in the library.
- ii) I check the bibliographic details of the books for processing.
- iii) I shelve books.
- iv) Stock verification is one of the duties assigned to me.

- v) Users come to me requesting for bibliographies on their subjects.
- vi) I maintain the records of periodicals received in the library.
- vii) My duty is to issue books to the readers.
- viii) I get books for users that are not available in our library from other libraries on loan.
- ix) I look after audio-video equipment in a library.
- x) I maintain attendance record of employees in the library.

Text - 2

- i) Ms. Neeti Joshi – I take care of the reading needs of the users. I try to get for my users any new book that is published. Users keep sending in their demands but it requires us to be on our toes knowing about the latest publications through catalogues, book reviews, etc. It requires working with book vendors. A close liaison is to be maintained with them. It's a two way relation, both working to help each other. The vendors provide us timely service and we try to make them payments in time.
- ii) Dr. Sundaram – Books after being acquired need to be processed before they can be provided to users for use. I am involved in checking the bibliographical details of the book from the library catalogue before processing. In case it is available, the same can be used. Otherwise I process it afresh assigning the class number and the cataloguing entries.
- iii) Ms. Nancy – Users in our library are very demanding. They want their information needs to be fulfilled immediately. We need to be prepared well in advance with the latest developments in their fields of interest to serve them well. I maintain the profiles of projects being handled in our institution. I scan literature in those areas and provide bibliographic details of the latest literature to the users. I also circulate the table of contents of periodicals to the user groups. Everyday I answer queries of users on my desk from 10 a.m. to 1 p.m.

- 8) i) Acquisition section ii) Cataloguing section
- iii) Maintenance section iv) Maintenance section
- v) Reference section vi) Periodical section
- vii) Circulation section viii) Circulation section, interlibrary loan service
- ix) Technical section x) Administration section
- 9) i) Acquisition section ii) Cataloguing section
- iii) Reference section
- 10) i) Carry out, ii) Prepare, iii) Identify, iv) Carry out, analyse, identify
- v) Prepare, present, vi) Maintain, vii) Assist, viii) Maintain, ix) Develop

11) First set of answer:

- i) Introduce a scheme
- ii) Create a new design
- iii) Present your findings

- | | |
|----------------|------------------------------------|
| iv) Publicise | an awareness programme |
| v) Negotiate | a settlement |
| vi) Document | data |
| vii) Volunteer | to do some kind of social service |
| viii) Maximise | profits |
| ix) Examine | new equipment |
| x) Survey | the sales possibilities in an area |

Second set of answer:

- i) **Introduced** a new method of dealing with paper wastage.
- ii) **Created** an interior design layout for the office which improved functionality.
- iii) **Presented** a new research project.
- iv) **Publicised** the environmental awareness programme initiated by my company.
- v) **Negotiated** price reduction of up to 25% with our new suppliers.
- vi) **Documented** all news coverage of our company in the last 2 years.
- vii) **Volunteered** to work in the home for the elderly on weekends.
- viii) **Maximised** profits by 15% in the month of March.
- ix) **Examined** the use of new safety equipment to minimize accidents on the production floor.
- x) **Surveyed** a sample population of all departments to get inputs on improving the working conditions.

Activity

Do it yourself.

3.12 REFERENCES AND FURTHER READING

Attwood, G. and J. Harold. *Communication: A Keyboard Approach*. London: McGraw-Hill, 1984. Print.

Jones, L. and R. Alexander. *New International Business English Updated Edition Workbook*, Cambridge University Press, 2000. Print.

Zakaria, Matthew T. *Successful Writing Skills*. Commonwealth Publishers, 2009. Print.