

A Study of the Present Role of Library Professionals in Sri Lanka in Socializing of Library Concept with Respect to Public Librarians

Dilruksha, O.K.D.C.

chanaka.kln@gmail.com

Abstract

Libraries are set to be a special kind of institutions; those can change the human mind and leads to a social transformation. If human accurately utilize the strength of a library, it will a huge energy to human development and to the progress of the country too. Socializing of Library Concept is vital for build such situation. The focus of this research is to investigate the roles of library professionals to socialization of library concept in such manner.

The research mythology of this is, Survey Method. Sample is 100 Public Library Professionals. Primary and Secondary both resources were used here.

Main conclusion of this research was insufficient contribution of Public Library Professionals in socializing of Library Concept. The percentage of public awareness programs in Public Libraries is low as 48%. The other conclusion was poor usage of the opportunities of new technical methods to Socializing of the Concept.

In such situation, suggestions of this research are prepare an accurate principle in socializing of Library Concept, Establish a Media Unit for each library, Use direct and indirect strategies to send Library Concept to public, and introduce Library Profession and Public Relations as a prominent subject to the Library and Information Science syllabus.

Keywords: *Library Profession, Public Library, Library Concept, Public Relations*