

A comparative study on Television Media Libraries and their collection.

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Abstract

In the electronic media of Sri Lankan mass communication, television occupies a special place. “It is necessary to create an existing library for a concerned institution. To achieve these objectives, a library is maintained in a building or a small room owned by the institution.” (Thompson, 1943, P. 80). This is a study on television media libraries and their collections. Libraries are also created in association with electronic mass media institutions with the purpose of depositing and preserving them. The programmes that were aired at the beginning of television will end after the end of their broadcast time. Due to this, the opportunity of re-broadcasting certain programmes was not available. Re-production of the programmes required a lot of money, time, effort, and resources, so the programmes were broadcast and recorded. Rebroadcasting of broadcast programmes also enables the production of other programmes. The libraries built by storing the tapes and discs created by the recording of programmes can be called media institute libraries or electronic media institute affiliated libraries. As the task assigned to these media libraries, it can be pointed out that programmes are deposited for broadcast, programmes are released for broadcast, and programmes are deposited after broadcast, recording, and reproduction of recorded programmes. (Electronic media institutions affiliated libraries in Sri Lanka; collection; services; User study,2000, P.2) This study is aimed at determining the organisation and collection of television media libraries. Two television media libraries were selected

as samples from the public and private sectors in the television media library. To collect primary data, a detailed questionnaire was distributed among a random sample selected from the relevant categories of media personnel within the selected two broadcasting organizations. The data analysis shows that the library collections of both media institutes are made up of different types of audio and visual discs. The respondents indicated that they primarily resort to media resources. Establishing proper categorization systems for all media libraries, As a suggestion to construct the collection, a consortium to exchange human and other resources, developing an all-encompassing collection rather than audio or video materials, is offered.

Keywords: *Television Media, Media Libraries, Media Collections, Collection Organization.*