

BHARATHIAR UNIVERSITY, COIMBATORE – 641 046

M.Lib.I.Sc. (Master of Library and Information Sciences)

(For the University Department students admitted during the academic year 2015-16 & onwards)

SCHEME OF EXAMINATIONS : CBCS Pattern

SEMESTER	CORE-ELECTIVE SUPPORTIVE	Paper Code	TITLES OF THE PAPER	University Examinations				
				Class Hours	Internal	External	Total	Credit
I	CORE-I	MLISC01	Foundations of Library and Information Science	6	25	75	100	4
	CORE-II	MLISC02	Knowledge Organisation-I Classification Theory	6	25	75	100	4
	CORE-III	MLISC03	Knowledge Organisation-II Classification Practical	6	40	60	100	4
	CORE-IV	MLISC04	Introduction to Information and Communication Technology	5	25	75	100	4
	ELECTIVE	MLISCE01		5	25	75	100	4
	SUPPORTIVE		Would Be Chosen By Students	2	12	38	50	2
II	CORE-V	MLISC05	Information Sources	6	25	75	100	4
	CORE-VI	MLISC06	Library Administration	6	25	75	100	4
	CORE-VII	MLISC07	Knowledge Organisation-I Cataloguing Theory	6	25	75	100	4
	CORE-VIII	MLISC08	Knowledge Organisation-II Cataloguing Practical	5	40	60	100	4
	ELECTIVE	MLISCE02		5	25	75	100	4
	SUPPORTIVE		Would Be Chosen By Students	2	12	38	50	2
III	CORE-IX	MLISC09	Research Methodology	6	25	75	100	4
	CORE-X	MLISC10	Information Services	6	25	75	100	4
	CORE-XI	MLISC11	Information System Management	6	25	75	100	4
	CORE-XII	MLISC12	Knowledge Management	5	25	75	100	4
	ELECTIVE	MLISCE03		5	25	75	100	4
	SUPPORTIVE		Would Be Chosen By Students	2	12	38	50	2
IV	CORE-XIII	MLISC13	Marketing of Information Products and Services	6	25	75	100	4
	CORE-XIV	MLISC14	Digital Libraries	6	25	75	100	4
	CORE-XV	MLISC15	Information STORAGE & RETRIVEL (THEORY)	6	25	75	100	4
	CORE-XVI	MLISC16	Application of ICT in Libraries - Practical	6	40	60	100	4
	CORE-XVII	MLISC17	Project & Comprehensive Viva-Voce	6	-	-	200*	8
			TOTAL				2250	90

***For Project Work:80%(160 Marks) & Viva Voce:20%(40 Marks)**

ELECTIVE PAPERS

MLISCE01	Information Literacy
MLISCE02	Information Search Techniques
MLISCE03	E-Publishing
MLISCE04	Bibliometrics

SUPPORTIVE PAPERS

MLISCS01	Information sources in humanities and social sciences
MLISCS02	Information sources in science and technology
MLISCS03	Technical writing
MLISCS04	Information literacy

SEMESTER - I

MLISC01: FOUNDATIONS OF LIBRARY AND INFORMATION SCIENCE

Unit –I

Notion and nature of Information: Definition: data, knowledge information & knowledge, characteristics of information; various patterns & models of information – factors influencing growth of information, information transfer cycle; Impact of socio-economic changes

Unit –II

Communication: Concept, definition, theories & model, channel of communication: Barriers of communication.

Unit – III

Library: Types, Five Laws of Library Science and their implications; Professional ethics of librarian; Role of Professional associations and the roles: Nation and International – ILA, IASLIC, IATLIS, IFLA, ALA

Unit -IV

Library movement & legislation in India- Model Library Bill, Delivery of books and newspaper act – Intellectual Property Rights – Information policy, Right to Information, Knowledge Commission.

Unit – V

Promoters of Library and Information Services – UNESCO, ARRLF, Consortia and Library Networking Information Science as discipline – Evolution, growth and development of LIS Schools in India – Current Trends.

Select Texts & References:

1. Khanna, J.K. Library and Society. Kurushektra: Research Publication, 1987
2. Atherton, .Pauline. Handbook of Information, system and services. Paris: UNESCO, 1977.
3. Benge, R.C. Libraries and cultural change. London: Clive Bingley, 1983.
4. Gravey, William. D. Communication: Essence of Science facilitating information exchange among libraries, Scientists, Engineers and students. Oxford: Perganton Press, 1979
5. McGarry, Kevin. Communication, Knowledge and Libraries. London: Clive Bingley, 1981.
6. Ranganathan, S.R. Five Laws of library science. London: Vikas, 1957.

MLISC02: KNOWLEDGE ORGANISATION-I CLASSIFICATION THEORY

Unit-I

Universe of subject and Knowledge organization

Unit – II

Library Classification - Need, Purpose and Functions; Notation.

Unit – III

Normative Principles of Classification - Canans, Laws, Principles and their implications.

Unit – IV

An overview of Schedules of Classification – CC and DDC .

Unit – V

Classification Schemes-Overview; Facet-Facet analysis.

Reference Books

1. Krishna Kumar, Theory of Classification, 4th Rev. Ed., Delhi, Vikas Publishing House, 1988.
2. Kumar. PSG. Knowledge Organization, Information Processing and Retrieval Theory, Delhi: BR, 2003.
3. Ranganathan, S. R. Prolegomena to Library Classification. Ed 3. Bangalore: SRELS, 2006.
4. Sinha, Suresh C and Dhiman, Anil K. Prolegomena to Universe of Knowledge. New Delhi: Ess Ess, 2002.
5. Srivastava, A P. Theory of Knowledge Classification in Libraries. New Delhi, Sage, 1993.

MLISC03: Knowledge Organisation-II Classification Practical

DDC AND CC

CC 6th Edition
DDC 21st Edition

MLISC04: INTRODUCTION TO INFORMATION AND COMMUNICATION TECHNOLOGY

Unit I

Overview of information Technology; Definition, Need, Scope and Objectives; Components of Information Technology

Unit II

Computer Basics (Hardware); Historical development of computers; Generation of computers; Classification of computers.

Unit III

Computer Architecture - Organization of computer;;Micro Computer; Input and output devices.

Unit IV

Software-System Software and Application Software; Operating systems: Basics feature of MS – DOS, MS Windows.

Unit V

File organization & Database Management; Word processors, Spread sheets, and Ms.Access.

RECOMMENDED BOOKS

1. Martin , Janes. Computer Networks and Distributed processing : Software ,Techniques and Architecture.
2. Mantay Subash. DOS made simple . 1975 New Delhi: Galgotia pub. 1992.
3. New. P.G. Reprography for libraries . London: Clive Bingley, 1981.
4. Raman , S. Text books of Computer programming . Delhi: CBS, 1971.
5. Ravichandra Rao, IVK. Library Automation . Rev.ed. New Delhi: Wiley Eastern.1983.
6. Rowley, J.E. Computers for Libraries . 2nd ed. London: Clive Bingley, 1985.
7. Stern, KR and Stern, Nancy. Introduction to Computers and information Processing. New York : John Wiley, 1982
8. Teddy. Lucy. An Introduction to Computer based Library system . 2ND ed. New York : Wiley. 1984.
9. Zoorkoozy, Peter . Information Technology and Introduction . 2ND ed. London : Pettman, 1985.

SEMESTER – II

MLISC05: INFORMATION SOURCES

Unit-I

Types of Information Sources: Documentary, Non Documentary – Primary, Secondary, Tertiary Sources – Checklist of Evaluation of Reference Sources.

Unit –II

Ready Reference Sources –Types and Value-Dictionaries, Encyclopedias, Annuals, Biographical Sources, Handbooks and Manuals, Geographical Sources.

Unit-III

Bibliographical Sources – Bibliographies, list of Serials; Union Catalogues; – Indexing and Abstracting Sources, News Summaries.

Unit –IV

Electronic Sources-e-books, e-journals, Web resources, Subject Gateways

Unit-V

Evaluation of Information Sources- Print reference sources, web resources

Reference Books

1. G. G. Chowdhury and Sudatta Chowdhury: Searching CD-ROM and Online Information Sources. London : Facet Publishing, 2001.
2. G.G. Chowdhury and Sudatta Chowdhury. Information Sources and Searching on the World Wide Web. London : Facet Publishing, 2001.
3. Kumar (P.S.G).Ed. Indian Encyclopedia of Library & Information Science. New Delhi: S. Chand & Co., 2001.
4. Sewasingh: Hand book of International Sources on Reference and Information New Delhi: Crest Publication,2001.
5. Sharma,J.S & Grover, D.R : Reference Service and Sources of Information, New Delhi: EssEss, 1998.
6. Subramanayam, K : Scientific and Technical Information Resources, New Delhi:

MLISC06: LIBRARY ADMINISTRATION

Unit-I

Management -Concept; scope; Functions and principles - Scientific Management principles in Libraries.

Unit-II

Various sections in a Library- Routine work in Acquisition, Technical, Circulation, Maintenance, Reference and Binding Sections- Books selection: Need and purpose, Principles and theories, Book selection tools.

Unit-III

Periodical Selection, methods of subscription, recording methods and problems in periodical procurement- Charging and discharging methods- Maintenance: Shelving methods, shelf rectification, stock verification- Binding and preservation.

Unit-IV

Library Governance- Library authority- Library committee, need and functions-. – Library manpower- staff formula. Library Ethics- Library Finance: Sources of finance; Budgeting.

Unit-V

Library building planning- Furniture and equipment. Library rules and regulations. Annual report - Library statistics.

Reference Books

1. Katz, W.A. Collection development , the selection of materials for libraries . New york . Holt, Rinhart and Winston, 1980.
2. Krishan Kumar : Library Administration and Management. New Delhi: Vikas, 1987.
3. Mittal, RL Library Administration : Theory and Practice . 5th ed. Delhi . Metropolton , 1984.
4. Narayana , G.J. Library and Information Management , New Delhi PHI 1991.
5. Ranganathan , S.R. : Library administration . 2nd ed. Bombay : Asia ,
6. Sharma , J.S. Library Organization . New Delhi : Vikas, 1978.

MLISC07: KNOWLEDGE ORGANISATION-I CATALOGUING THEORY

Unit-I

Library Cataloguing – Meaning, Need, Purpose and Functions.

Unit – II

Normative Principles of Cataloging - Canons, Laws, Principles and their Implications.

Unit – III

An overview of Cataloguing codes: CCC and AACR2. Types of Catalogues – Physical Forms – Inner Form – Subject Catalogues : Sear's List, Chain Indexing.

Unit – IV

Bibliographic Standards-ISBDs; MARC and Bibliographic data exchange formats

Unit – V

Centralised and Co-operative Cataloguing – Descriptive Vs Limited Cataloguing – Arrangement and Filing of Entries.

Reference Books

1. Anglo American Cataloguing Rules. 2nd Edition Rev. New Delhi, Oxford, 1988
2. Byrne, Deborah J. MARC Manual: Understanding and Using MARC Record. Englewood, Libraries Unlimited, 1998.
3. Girja Kumar and Krishen Kumar, Theory of Cataloguing, Ed.4 Vikas Publishing House – Delhi, 1986.
4. Ramalingam, M.S. Library Cataloguing and Classification Systems. Delhi: Kalpaz, 2000.
5. Ranganathan, S.R. Classified Catalogue Code. Madras, UBSPD, 1988

MLISC08: KNOWLEDGE ORGANISATION-II CATALOGUING PRACTICAL

AACR-2 AND CCC

SEMESTER –III

MLISC09: RESEARCH METHODOLOGY

Unit:I

Research: Concept, Characteristics and Types- Pure, Applied, Action and Inter Disciplinary Research – Logic and Scientific method.

Unit : II

Research topic – choice and formulation factors; Hypothesis; functions; formulation; types and characteristics.- Areas of Research in Library and Information Science.

Unit: III

Research Design –Components; Research methods – Survey methods; Case study; Historical method; Experimental method- Sampling techniques.

Unit: IV

Data Collection Tools – Schedule, Interview, Questionnaire and Observation. Analysis and Interpretation of Data – Use of Statistical techniques; Measures of Central Tendency; mean, mode, median,– Chi – square test; ANOVA; Multivariate Analysis- Metric studies- Testing of Hypothesis.

Unit V

Research Reporting – organization of the report – Data Presentation- Tables, Graphs- Report writing- Role of Bibliography in the research- – Style manuals ; MLA style; Chicago Style manual and APA

Reference Books

1. Prakash Srivastav: Printice Hall, 1984 Advanced Research methodology.1994.
2. Kothari Research Methodology; New Delhi, Wiley Eastern
3. Saravanaval: Research Methodology, Allahabad Kitab Mahal, 1994.
4. Ravinchandra Rao, Quantitative methods in Library and Information Science, Delhi Wiley Eastern Company, 1983.
5. Goswami Research Methodology in Library and Information Science, New Delhi: Commonwealth publishers, 1995.
6. Santhosh Gupta. Research Methodology and statistical Techniques. New Delhi: Deep and Deep Publication, 2000.

MLISC10: INFORMATION SERVICES

Unit:I

Information Service – Concept, Need, Scope – Types of Reference Service; Ready Reference Service and Long Range Reference Service.

Unit:II

Types of Information Services: Bibliographic – Reprographic – Translation – CAS-SDI – Indexing & Abstracting Services. Alerting services: Newspaper clipping, Listserv, Blogs.

Unit:III

Information use & user studies, Information Literacy

Unit:IV

Global & National Information Systems; UN Information Systems; NISCAIR, NASSDOC, Library Networks: INFLIBNET, DELNET, etc.

Unit:V

Library consortia-India; Current trends in scholarly communication: Open Access Movement

Reference Books

1. Atherton, P. Handbook of Information Systems and Services, 1977.
2. Burch, J.C. and Stretev, F.R. Information Systems: Theory and Practice, 1974.
3. Colin, H. Ed. Management Information Systems in Libraries and Information Services. London: Tayler Graham, 1989.
4. Krishna Kumar. Reference Service. New Delhi: Vikas, 1977.
5. Murdick, Rober G. et.al Information systems for modern management. 3rd ed. New Delhi: Prentice-Hall, 1996.
6. Ranganathan, S.R. Reference Service. Bombay: Asia, 1967.
7. Wiseman, H.M. Information Systems, Services and Centres

MLISC11: INFORMATION SYSTEMS MANAGEMENT

Unit - I

Management: Concept, Definition and scope – Schools of Management Thought – Systems Analysis and Design.

Unit- II

Human Resource Management: Organization models – job description and job analysis – selection, recruitment training development Leadership – Team – building – Motivation.

Unit-III

Financial Management: Planning and Control – Resource generation. Budget and Budgeting – Budgetary control techniques – Cost Benefit, Cost Effective analysis and accounting.

Unit-IV

Materials Management: Collection development and evaluation – Policy, Issues relating to selection acquisition; Library routines, Circulation, Mountainous Preservation and conservation.

Unit-V

Planning and planning strategies: Concept – definition – need and steps in planning – MBO – Planning techniques – Decision making.

References:

1. Krishna Kumar. Library Administration and Management. Delhi: Viaks, 1987.
2. Kumar P.S.G. Management of Library and Information Centres. Delhi: B. R. Publishing corporation, 2003.
3. Mittal, R.L. Library Administration: Theory and Practice. Ed. 4, New Delhi” Metropolitan, 1984.
4. Paliwal, P.K. Compendium of Library Administration. New Delhi: Ess Ess, 2000.
5. Ranganathan, S R. Library manual. 2nd ed. Bangalore : Sharada Ranganathan Endowment, 1988.
6. Siwatch, Ajit Singh. Library Management: Leadership style strategies and organizational climate. New Delhi: Shree, 2004.
7. Stuert, Robert D. and Moran, Barbara B. Library and Information Center Management. Colorado: Libraries unlimited, 2004.

MLISC12: KNOWLEDGE MANAGEMENT

Unit I

Knowledge Management: Concept and definitions – Need for Knowledge Management in the emerging and changing business environment – Understanding Knowledge; Types of knowledge – knowledge works changing role of library and Information professionals.

Unit II

Knowledge creation and capturing knowledge creation model – capturing tacit Knowledge

Unit III

Knowledge codification and organization: knowledge base – Knowledge Mapping, decision trees, decision tables a frames etc.

Unit IV

Knowledge transfer and sharing steps in knowledge transfer. Knowledge transfer in E – world, role of internet E – Business / E – commerce.

Unit V

Tools for Knowledge Management– neural network data mining – legal and ethical issues in Knowledge Management

References:

1. Awad, E.M & G.H.M – Knowledge Management, 2004.
2. Ramesh Babu, B, Ed. (et al.) Knowledge Management: Today and Tomorrow- 2003.
3. Robert, W.S. – “Knowledge every where” Knowledge Management 2001.
4. Hayes – Roth, F. and Jacob stein, N- State of Knowledge based systems 1994.
5. Shemon, Lee – Managing the Modern Document 2001.

SEMESTER-IV

MLISC13: MARKETING OF INFORMATION PRODUCTS AND SERVICES

Unit 1

Information as a Resource: Economics of Information; Marketing concepts; - Corporate Mission; Marketing Strategies

Unit 2

Portfolio Management BCG Matrix Model; Product Market Matrix; Product Life Cycle, Pricing Information

Unit 3

Marketing Mix; Kotler s Four C s; McCarthy s Four P s

Unit 4

Marketing Plan & Research: Corporate Identity, marketing plan: Marketing Research. Market Segmentation and Targeting; Geographic and Demographic Segmentation; Behavioral and Psychographics Segmentation; User Behavior and Adoption

Unit 5

Information industry marketing information Products & Services.

Suggested Readings:

1. Anderson, A.R. Advancing library marketing. *Journal of Library Administration*. 1(3), 1980, pp. 17 32.
2. Anderson, W. T. Jr., Bentley, C. C. and Sharpe, L K IV. *Multi-dimensional marketing: Managerial, societal, and philosophical*. Austin TX: Austin Press 1976.
3. Bellardo, T. and Waldhart, T J. Marketing products and services in academic libraries, *Libri*. 27(3), 1977. pp. 181 194.
4. Berry J. The test of the marketplace. *Library Journal*. 104. Sept. 1979. pp. 1605.
5. Dragon, A C. Marketing the library. *Wilson library bulletin*. 53, 1979, pp. 498 500.
6. Eisner, J, ed. *Beyond PR: Marketing for libraries*. A *Library Journal Special Report*, 1981.

MLISC14: DIGITAL LIBRARIES

Unit – I

Concept of Digital Libraries - Transition of libraries from traditional to digital:-
Definitions, Characteristics, Theoretical Fundamentals, merits, demerits and challenges

Unit – II

Digital Library Management - Design and Organization of Digital Libraries:
Architecture – Protocols – Metadata – Standards – SGML, Z39.50 .

Unit – III

Digital Resources: Nature and Management –. Digital Library Evaluation

Unit – IV

Overview of Major Digital Library Initiatives- Digital Library Initiatives in India, -
Open Source Initiatives: Open Archive Initiative (OAI)

Unit – V

Building the digital library - Digitization – process and methods – Planning for
Digitization - Institutional Repositories- Open Source Software for digital libraries: GSDL -
DSpace – EPrint.- Future of Digital Libraries

Reference Books

1. Chowdhury, G.G. Introduction to Digital Libraries. London: acet, 2003.
2. Leona, C. Simon, Shaw and Andrew Prescott. Towards the Digital Library. London: LA, 1998.
3. Deegan, Merlyn and Tanner, Simon. Digital Futures: Strategies or the Information Age. London: Facet, 2001.
4. Gorman, G.E. The Digital Factor in Information and Library Services. London: Facet, 2002.
5. Lankes, R. D. Implementing Digital Reference Services: Setting Standards and making it real. London: Facet, 2002.
6. Lee, Stuart D. Digital Imaging: A practical; Handbook. London: Facet, 2000.
7. International Conference on Digital Libraries. ICDL 2004. TERI, New Delhi. 2004.
8. Upadhaya, J.L. Information Retrieval and Digital Libraries New Delhi, Shree Publishers and Distributors, 2004
9. Vijay Lakshmi & S.C.Jindal Digital Libraries V1,V2, & V3 Delhi, IshaBooks,2004.

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MLISC15: INFORMATION STORAGE AND RETRIEVAL (THEORY)

Unit – I

Information Processing and Retrieval: Basic Concepts –Impact of various schemes of classification – CC- DDC - UDC

Unit – II

Indexing Languages and Vocabulary Control : General Theory of Subject Indexing Languages –Thesaurus – Need – Steps in compilation.- Bibliographic Control : UBC - UAP - Bibliographic Standards – ISBD- ACR-II, CCF, MARC 21, ISO–2709

Unit – III

Indexing Systems –types – Assigned and Derived - Pre Co-ordinate and Post Co-ordinate indexing – PRECIS,– Chain Indexing – Uniterm Indexing – Title indexes : KWIC - KWOC etc., – Citation Indexing : SCI

Unit – IV

Search and Search Statements - Formulation of Search Strategies – Tools and Techniques – Boolean Logic

Unit – V

Criteria for Evaluation of IRS – Recall – Precision – Specificity – Exhaustivity – Information Retrieval Models

Reference Books

1. Foskett, A.C. The Subject Approach to Information. 4th Ed. London: Clive Bingley, 1982.
2. Chowdhry, G. G. Introduction to Modern Information Retrieval. 2nd ed. London: Facet, 2003
3. Atchison, Jean and Gilchrist, Alan. Thesaurus Construction: A Practical Manual, London: ASLIB. 1972.
4. Lancaster, F. W. Information Retrieval Systems: Characteristics, Testing and Evaluation. 2nd Ed., 1979.
5. Ranganathan, S. R. Prolegomena to Library Classification. Vol. 1. Bangalore: SRELS, 1967.
6. Salton, G. Automatic Information Organization and Retrieval, 1968.
7. Stokes, Adrian. Concise Encyclopedia of Information Technology. 3rd Ed. Hants Wild Wood, 1986.

MLISC16: APPLICATION OF ICT IN LIBRARIES – PRATICAL

- A.** Database Creation
- B.** Library Software – (Demo)
- C.** Internet Search
- D.** Creating Digital Library by using Open Source Software

MLISC17: PROJECT AND COMPREHENSIVE VIVA – VOCE - 200 MARKS

MLISCE01: INFORMATION LITERACY

Unit –I

Information Literacy; Meaning and Definition-Evolution of the concept
- Historical Perspective of Information Literacy.

Unit –II

Types of information Literacy; Technology literacy, Media literacy, digital and computer literacy etc - Life long learning and its components.

Unit –III

Models of Information Literacy; Partners of information literacy - Information literacy instructions of different types of library/ information centres.

Unit –IV

Global perspective of information literacy; Study of selected countries.

Unit –V

Guidelines and standards for information literacy programmes; ALA and ACRL
- Information literacy Competencies: Current trends and recent research in information Literacy.

References:

1. Eisenberg, Michael B., Lowe, Carrie, A. and Spitzer, Kathleen L.(2004). Information literacy: Essential Skills for Information Age. London: Libraries Unlimited.
2. American Library Association. Final Report of Presidential committee on information Literacy. www.ala.org/at/nill/littls.html
3. Bawden, D. (2001). Information and digital illiteracies: a review of concepts. <http://gti/edu.um.es.8080/gomez/hei/intranet/bawden/pdf>.
4. Barker, K. and Lonsdale, R. Ed. (1994). Skills for life: the value and meaning of literacy. London: Taylor Graham.
5. Meadows, A.J. Ed. (1991). Knowledge and communication: essays on the information chain. London : Library Association Publishing.

MLISCE02: INFORMATION SEARCH TECHNIQUES

Unit I

Information retrieval– fundamentals - Information retrieval system.

Unit II

Search tools – vocabulary control tools –thesaurus

Unit III

Search strategy – search formulation- search statement

Unit IV

Search techniques –Boolean Logic- Truncation – Weighted term logic – sorting techniques.

Unit IV

Information retrieval evaluation – major information retrieval studies- MEDLARS- SMART-KAIRS- TREC.

Reference:

1. Salton, G Introduction to Information Retrieval
2. Chowdhury, G.G Introduction to Modern Information Retrieval, Facet Publishing,2009
3. Korfhage,Robert R.Information storage and retrieval New York:John Wiley & Sons,1997
4. Salton, G., & McGill, M.J. Introduction to modern information retrieval. New York: McGraw-Hill.
5. Lancaster, F.W. Fundamentals of Information Retrieval.

MLISCE03: E-PUBLISHING

Unit 1

Technology for Print: Document structure, document preparation systems, DTP, DDLs, page description languages, text databases, standards;

Unit 2

Design for Print: Type design, graphic design, composition products, separation;

Unit 3

Technology for presenting static and dynamic content on the Internet

Unit 4

Technology for Multimedia: Hypermedia etc., music and sound, interactive software, multimedia databases, intelligent systems, visualization, virtual reality, CAL, standards;

Unit 5

Design for Multimedia: Design methodologies, media evaluation, HCI considerations;

Unit 6

Multimedia Publishing: Financial strategies, market sectors (educational, music, art, etc., versus academic, business, popular, etc., versus newspaper, magazine, journal, book, video, etc.), comics.

Suggested Readings:

1. Bommel, Patrick Van. Information Modeling for Internet Applications, 2002.
2. Eyal Amiran, Elaine Orr, and John Unsworth. Refereed Electronic Journals and the Future of Scholarly Publishing. Advances in Library Automation and Networking, (1991)
3. JEP: the Journal of Electronic Publishing. Published by the University of Michigan Press.
4. Levine, Mark. The fine print of self - publishing: the contracts and services of 48 major self publishing companies Analyzed, Ranked and exposed 2006.
5. Maran, Ruth; Whitehead, Paul. Internet and World Wide Web Simplified, 3rd Ed. Marangraphics Inc., and Internet and World Wide Web Simplified 1999.

MLISCE04: BIBLIOMETRICS

UNIT I

Concept, Evolution & Definitions – Librametry, Bibliometrics, Scientometrics, Informetrics and Webometrics

UNIT II

Growth of Scientific Literature – Information Explosion/Publication Explosion

UNIT III

Scatter of Scientific Literature – Bibliometrics Laws – Bradford, Zipf, Lotka

UNIT IV

Citation Analysis

UNIT V

Evaluation of Databases – Print, Online and Web

SUPPORTIVE

MLISCS01: INFORMATION SOURCES IN HUMANITIES AND SOCIAL SCIENCES

Unit -I

Types of information sources-documentary-non documentary-Characteristics-Scope and value

Unit- II

Ready Reference Sources -Types and Value Dictionaries, Encyclopaedias - Annuals and Handbook Manuals in Social Sciences and Humanities.

Unit- III

Indexing And Abstracting Sources in Social Sciences And Humanities.

Unit- IV

Electronic Sources - Web Resources - Subject Gateways in Humanities and Social Sciences.

Unit- V

Evaluation of information sources - print reference sources - web resources.

References:

1. Chowdhury, G.G and Sudatta Chowdhury, Information Sources and Searching on the World Wide Web;; Library Association Publication, 2000
- 2.Chowdhury, G.G Introduction to Modern Information Retrieval, Facet Publishing, 2009
3. Sewa Singh Handbook of International Sources on Reference and Information; Vedams eBooks (P) Ltd (India)
4. Winchill, C.M Guide to Reference source, 2008,
5. Higgins, G Printed Reference Materials, 1987

MLISCS02: INFORMATION SOURCES IN SCIENCE AND TECHNOLOGY

Unit- I

Types of information sources - documentary - non documentary — Scope and value

Unit –II

Ready Reference Sources -Types and Value Dictionaries, Encyclopedias - and Handbook Manuals in Science and Technology

Unit- III

Indexing And Abstracting Sources in Science and Technology.

Unit- IV

Electronic Sources - Web Resources - Subject Gateways in Humanities and Social Sciences.

Unit- V Evaluation of information sources - print reference sources - web resources.

References:

1. Chowdhury, G.G and Sudatta Chowdhury, Searching CD-ROM and online information sources; Library Association, 2001
2. Chowdhury, G.G Introduction to Modern Information Retrieval, Facet Publishing,2009
3. Sewa Singh Handbook of International Sources on Reference and Information; Vedams e-Books (P) Ltd (India)
4. Winchill, C.M Guide to Reference source, 2008,
5. Higgins, G Printed Reference Materials, 1987

MLISCS03: TECHNICAL WRITING

Unit –I

Communication Process: Overview of Communication process- Characteristic features of Technical Writing – Target group in Written Communication – Reader writer Relationship.

Unit –II

Planning and organization of Technical / scientific writing; Definition, structure, Purpose, characteristics and functions. Aberrations in Technical Writing – collection. Organisation and presentation of data including illustrations – Case studies; Preparation of short communications, Review Articles Technical Report, Monographs, Project proposals, dissertations and house Bulletins.

Unit –III

Technical Editing and Editorial Tools: Editor – Editorial process Editorial Tools.

Unit –IV

Publication Process: Planning, preparation, Production and dissemination of Technical Information Products.

Unit –V

Publication Ethics: Copy Right, IPR, Legal Issues and Professional Ethics.

Reference:

1. Holsinger, Donald C. “A classroom Laboratory for Writing History. Social studies Review. 31(1) 1991. p 59-64
2. Rapp. Ro “The presentation of technical information” London:constable.1948
3. Kirkman. John. Good style for scientific and Engineering Writing. London: Pitman.1980
4. Ramage John D and Bean John C. The Allyn and Bacon Guide to writing. 2nd edition. London Allyn and Bacon 2000.pp.658
5. Turk. Christopher and Kirkman. John. : Effective Writing: Improving Scientific, Technical and Business Communication. 2nd Edition. London: Spon Press.2007
6. Winokur. Jon.Fd writers on writing. Philadelphia running Press.1986
