



Masters of Library & Information Science (Library and Information Science)
MLISc. Semester I

Course Code	PA01CLIB51	Title of the Course	Information & Communication
Total Credits of the Course	5	Hours per Week	5
Course Objectives:	1. To acquaint the students with various channels of information communication. 2. To introduce the different models of communication. 3. To learn the information & knowledge management concept, tools & techniques. 4. To familiarize the students with IPR, information industries & policies of information. 5. To compare the differences between Information Science and Data Science and it's relevant functional component		

Course Content		
Unit	Description	Weightage* (%)
I	Information & Communication: Information: Characteristics, Nature, Value & Use of Information Conceptual Difference Between Data, Information & Knowledge Communication of Information: Information Generation Communication Channels, Models: Aristotle's Model, Lasswell's Models, Michael Buchler Model, Shannon & Weaver Model Etc. Barriers of Communication. Trends in Information Communication Data Science: Features, Functions and Relevance to LIS	25
II	Information Science: Library Science, Documentation & Information Science Definition, Scope and Objectives of Information Science Information Science as a Discipline & its Relationship with other Subjects Library, Information & Society: Genesis, Characteristics & Implications of Information Society. Changing Role of Library and Information Centers in Society Information Industry-Generators, Providers & Intermediaries International & National Programmes & Policies [Naplis] IPR & Plagiarism	25



	Data Policy and LIS : International Exercise for Data Policy Draft	
III	Information as an Economic Resource: Information Economics Economic Characteristics of Information 25 Economics of Information: Micro & Macro Information Economy Knowledge Economy: Characteristics of Knowledge Economy Indian Economy & Workforce Economics of Information System & Services Data Driven Economy: Role of IT Industry and vis-a vis LIS Community	25
IV	Information Management & Knowledge Management Meaning, Definition, Need & Purpose Essentials of Knowledge Management: Data, Information & Knowledge, Types of Knowledge Tools & Techniques for KM Data Management : its Tools & Techniques	25

Teaching-Learning Methodology	Classroom Teaching Seminar, Assignment Project work Practical
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	Acquire knowledge on concepts and terminologies in Information Communication Theory.
2.	Understand and apply various Communication Models and it's Barriers



3.	Apply various strategic solution to Data, Information and Knowledge Perspectives to established efficient Library & Information System.
4.	Differentiate the past, present and current practice of Information and Data Sciences with some tools and techniques.
5.	Understand the marketable value of information and economy of information
6.	Applies the principles, approaches and methods of marketing in the Library Environment to the Data driven society.

Suggested References:

Sr. No.	References
1.	Abell (Angela) and Oxbrow (Nigel). Compelling with Knowledge: The Information Professional in the Knowledge Management Age. London: Facet Publish, 2001
2.	Atherton (Panline). Handbook for Information Systems And Service, Paris Unesco, 1977
3.	Allan (Barbra). E-Learning and Teaching in Library and Information Services, London: Facet Publishing, 2002
4.	Bikowitz (Wr). Knowledge Management, Delhi. Phi 2000
5.	Chowdhury (Gg). Introduction To Digital Libraries. London: Facet Publishing, 2003
6.	Elliott De Saez (Eileen). Marketing Concepts for Libraries and Information Services.2 nd Ed. London, Facet Publishing, 2002.
7.	Dearnley (James) and Feather (Jhon). The Wired World: An Introduction to the Theory & Practice of the Information Society. London: Facet Publishing, 2001
8.	Peather (Jhon). The Information Society: A Study of Continuity and Change, 3rd Ed. London Concept Publishing, 2000
9.	Khan (Mtm). Information Organization and Communication. New Delhi: Ess Ess Publishers 2001
10.	Kumar (Psg). A Students: Manual of Library and Information Science (Two Volumes Bind in One) Delhi. B.R.Pub. Corporation. 2002
11.	Mahapatra (Pk). and Chakrabarti (B), Knowledge Management in Libraries, NewDelhi. Ess Ess Publishers. 2002
12.	Mc. Garry (Kj). The Changing Context of Information:An Introductory Analysis. London Bingley,1981
13.	Neelameghan (A). Lectures on Knowledge Management: Parailigm, Challenges & Opportunities. New Delhi: Ess Ess Publishers, 2002
14.	Pedley (Paul). Copyright for Library and Information Service Professionals, London: Aslib, 2000
15.	Prasad (Hn). Information Need and Users. Varanasi: Indian Bibliographic Center, 1992
16.	Prasher (Rg). Information and Its Communication. New Delhi: Medallion Press, 1991



17.	Ranganathan (Sr) Ed. Documentation of Thefracts, Bombay, Asia, 1983
18.	Roberts (Stephen A) Ed. Cost Management for Library and Information Services. London: Aslib, 1984
19.	Shera (Jesse H). Documentation in Action. New York: Reinhold, 1956
20.	Shera (Jesse H). Documentation and the Organization of Knowledge. London, Crosoy Lockwood, 1966
21.	Visanathan (Cg). Elements of Information Science. New Delhi, Today and Tomorrows 1976
22.	Wolpert (Sa) and Wolpert (Jf). Economics of Information. 1986

On-line resources to be used if available as reference material

On-line Resources

Tuomaala, O., Järvelin, K. and Vakkari, P., 2014. Evolution of library and information science, 1965–2005: Content analysis of journal articles. *Journal of the Association for Information Science and Technology*, 65(7), pp.1446-1462. Link:

https://www.academia.edu/download/38798637/Tuomaala_Jarvelin_Vakkari.pdf

Hjørland, B., 2000. Library and information science: practice, theory, and philosophical basis. *Information processing & management*, 36(3), pp.501-531.

Link: <https://www.sciencedirect.com/science/article/pii/S0306457399000382>

