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INFORMATION CULTURE AS A COMPONENT OF PROFESSIONAL COMPETENCE OF LIBRARIANS IN THE INFORMATION SOCIETY

The essence of the concept «information culture» and the content of the contemporary professional competence of librarians are considered. The main requirements to librarians' knowledge and skills of the information culture as a component of librarians' professional competence in the information society are defined.

Розглянуто суть поняття «інформаційна культура» та зміст сучасної професійної компетенції бібліотекарей. Визначені основні вимоги до знань та вмінь до інформаційної культури як складової професійної компетенції бібліотекарей в інформаційному суспільстві.

Рассмотрена суть понятия «информацонная культура» и содержание современной профессиональной компетенции библиотекарей. Определены основные требования к знаниям и умениям информационной культуры библиотекарей как составляющей их профессиональной компетенции в информационном обществе.

Key words: information culture, professional competence, information society, librarians, information literacy.

Ключові слова: інформаційна культура, професійна компетенція, інформаційне суспільство, інформаційна грамотність.

Ключевые слова: информационная культура, профессиональная компетенция, информационное общество, информационная грамотность.

The contemporary information society is purposed for giving customers information which are relevant to their needs and making an access to it. In such a society libraries are responsible for providing a universal access to the information and knowledge like all other information centers. In this context the issue of

studying the specific of the information culture as a component of librarians' professional competence in the information society has been actualized.

Some aspects of this issue were considered in different fields of sciences. The essence of the concept of the information culture is considered in library and information science (G. Oliver, N.I. Gendina, etc.), in information management (C. W. Choo, A. Curry and C. Moore), in computer sciences (V. Kravets, V. Kuharenko), etc. [3]. Many scientists have also concentrated their attention on the issue of investigating the content of the professional competence of contemporary librarians [1, 2, 5, 6]. However, the problem of studying the specific of the information culture as a component of librarians' professional competence in the information society has not been considered yet.

The purpose of this article is to study the specific of the information culture as a component of the professional competence of librarians in the information society. It is possible to realize it with the help of understanding the essence of the concept of the information culture and finding out peculiarities of using the information culture in the professional competence of librarians in the information society.

The concept of the information culture which is often associated with the information literacy in the international scientific community is defined in different ways [3]:

1) as values, norms, and practices;

2) as a part of the organizational culture of any organization which is involved in information management activities;

3) as a way of solving problems by means of searching, analyzing, recognizing, evaluating, and locating the information.

In the information society which is characterized with implementing information technologies in all aspects of social life the concept of the information

culture is also often associated with a concept of the computer literacy and information competence. But the computer literacy which is defined as abilities for using modern information technologies for solving problems, and the information competence aimed to identifying, finding, and using the information which is relevant to customers' needs with the help of information technology skills, as well as the information literacy [7] as abilities to use language, numbers, images, computers, and other basic means to understand, communicate, gain useful knowledge and use the dominant symbol systems of a culture according can be only components of the information culture. Thus, the information culture can be defined as a set of knowledge, abilities, behaviours, outlooks, and values of people of the global information society as the purpose of such a society is to give the information which is relevant to customers' needs by using information and communication technologies.

Competencies are usually defined as patterns of skills, knowledge, abilities, behaviors, and other characteristics (intrinsic or acquired) that an individual needs to perform work roles or occupational functions successfully [2].

The contemporary professional competence of librarians is characterized by the availability of knowledge and skills which are adequate to conditions of the information society. One of the main priorities of the information society is libraries as centers of giving information which are relevant for customers. The information society needs library specialists who can be successfully realized in their career in the networked world by managing their continuing professional education to improve customers' information services in the context of realizing the UNESCO Information for All Programme. In such a society new innovation technological tools are components of contemporary libraries.

Today there is not any general-accepted classification of library professional competencies nevertheless there are special documents of relevant organization

(Library of Congress, IFLA, etc.) including requirements to library knowledge and skills. The content of the professional library competencies is considered in various ways including the following:

— knowledge and skills of organization of recorded knowledge and information, information resources, information access, technology, reference and user services, research, administration and management, continuing education and lifelong learning [2];

— technological, pedagogical, social and communicative, collection management, and other skills [6];

— technical, managerial, organizational, personal, and interpersonal skills [1];

— philosophical, technological, educational, personnel, customer service, administration and leadership, information literacy skills [5].

Taking into consideration the above-mentioned it can be concluded that the main skills of the professional competence of librarians are management, information service (access, reference, etc.), technological, and personal ones (including educational, research, and communicative skills).

The transformation of the contemporary libraries provides forming the information culture as a component of professional competences of librarians of the information society as to improving the quality of customers' information services. The process of library services consists of librarians, customers, and information and communication technologies as tools of the information service.

Thus, information literacy, computer literacy, and information competency as main components of information culture should be obligatory for librarians of the information society. It is possible to realize thanks to using common requirements to knowledge and skills of librarians as to forming their information culture as a component of their professional competences. Such requirements can be combined

in the following units which are correlated with the content of the professional competence of librarians:

– a social and cultural unit which includes understanding values, norms, ideology, outlooks, and culture of behaviour in the information society; to have a culture of critical thinking, etc. It means that librarians should know ethics and values of library profession, understand the mission of libraries of the information society, and promotes intellectual freedom and freedom of information;

– a professional unit which provides abilities to analyze, compare, systemize, generalize, identify, search, process, keep, organize, evaluate and use the information which is a relevant to a customer's needs from different sources; to have abilities to work in a team and choose an optimal way of solving problems in it, etc. In this context librarians should be able to develop and implement policies and procedures for the efficient and effective operations of library functions, understand basic copyright principles, especially as they relate to electronic resources, evaluate changes and recommend improvements in digital data management, evaluate and select or create new library content management and document management structures and tools, etc.;

– a personal oriented unit which includes abilities for self-development and self-organization as to the process of learning; forming qualities of a responsible and purpose-oriented personality for using the information in an efficient and ethical way. It means that librarians should use Web conferencing programs for synchronous, online meetings or learning, to improve their qualification by constant professional training, by sharing knowledge gained through professional discussions, conferences, formal courses and informal channels with colleagues, etc.;

– a functional unit which provides using innovative information and communication technologies efficiently for solving problems, and for controlling the availability of the feedback. This unit means that librarians should know how to

evaluate, modify, and adapt linked data techniques, to create, modify library or organization semantic web practices and techniques, to identify and help customers appropriately use the library's online resources including the online catalogue, databases, social media accounts, etc.

These requirements to knowledge and skills of librarians as to forming their information culture should be realized thanks to continuous professional training and self-education. It is possible by introducing an appropriate management into a library to be a learning organization which generates continuing changes and self-transformation as to be an innovative organization where the learning is focused on expanding capacities of managers and staff to achieve results which are needed for an organization's prosperity. This kind of learning includes employees' professional development at internal and external levels by means of mastering their qualifications on appropriate courses, participating in innovative librarian programmes, in conferences with further publication their articles containing researches about library activities, etc. [4].

Thus, the specific of the information culture as a component of the professional competence of librarians in the information society consists of requirements to knowledge and skills of librarians as to forming their information culture and keeping them thanks to introducing an appropriate management into a library to be a learning organization.

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