

HOW TO BECOME A LIBRARIAN OF THE 21st CENTURY?

КАК СТАТЬ БИБЛИОТЕКАРЕМ 21 ВЕКА?

Abstract. This article illustrates about the role of the profession of librarian in our society, the qualities that a modern librarian should have, the librarian's image and speech culture, and the methods of forming a librarian's image are described in detail.

Key words: *librarian, image, speech culture, critical thinking, flexibility, determination, positioning, manipulation, verbalization, detalization.*

Абстрактный. В этой статье рассказывается о роли профессии библиотекаря в нашем обществе, о качествах, которыми должен обладать современный библиотекарь, об имидже библиотекаря и культуре речи, а также подробно описываются методы формирования имиджа библиотекаря.

Ключевые слова: библиотекарь, имидж, культура речи, критическое мышление, гибкость, решительность, позиционирование, манипулирование, вербализация, детализация.

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"Librarians have always been among the most thoughtful and helpful people.
They are teachers without a classroom. No libraries, no progress."

Willard Scott

Nowadays librarian profession is becoming popular among the world due to comfortable and interesting job for ladies. According to the history we can know this job includes one of the oldest professions. The first librarian in history was of Ephesus, who started the librarian profession during the reign of Ptolemy II, a Greek grammarian, literary critic and Homeric scholar. He started his career as the first librarian of the Library of Alexandria. Initially, the duties of librarians were only to quickly find the necessary book, later, as the library fund increased the scope of librarians' activities also expanded. In the 8th century BC, the Assyrian king Ashurbanipal established a library in his palace at Nineveh in Mesopotamia. Moreover, Ashurbanipal is the first person in history by introducing librarianship as a profession. It is true that day by day it has been changing librarian's responsibilities. Modern librarian is a specialist who is responsible for maintaining and systematizing the library fund, as well as providing services to library visitors and performing tasks related to the library field. In today's society, libraries are increasingly recognized as not just a source of learning materials, but as homes for building and fostering communities as well. On top of that, libraries plays an essential role for the community, and programming librarians are on the front lines of that change.

Critical thinking skills: In order to handle for daily requests such as solving a patron's complex request for rare books or researching a problem they need this skill. Furthermore, for helping to users to address projects or challenges, such as deciding which books to remove from circulation. Critical thinking requires thoughtful analysis and creative solutions..

Flexibility skill: the ability to thinking quickly to respond to responding positively to changing environments. Librarians be able to adapt to change positively

in response to changing circumstances quickly switch from one type of activity to another.

Determination skill: necessary for accomplishing various goals and objectives in librarian's career. It allows you to persevere and continue working toward achieving important milestones. Having the ability of determination leads to motivate librarians accepting many workplace challenges.

Communication skill: It is no secret librarian should be good at communicating with users, coworkers and supervisors. Good communication skills help librarians identify user's needs and be able to discuss as well as help to solve challenges and make suggestions. For that they need to improve their good verbal communication, positive body language and active listening qualities.

Documentation skill: In our country librarians are always checked by governmental organizations according to accurate documentation. If their documentation records are normal condition in terms of organizing information and maintain accurate library records it helps librarians to work effectively and nobody can find their mistakes. On top of that, librarians use software to create documentation, including applications for library cards, library fine information, patron information, event information or the library catalog. Librarians understand how to use documentation software to create, store and share documents and maintain complete records.

Computer skill: Nowadays we can imagine our life without computers and libraries use digital records and catalogs, so they need computer skills daily. That's why initially they have to know computer basic programs such as Microsoft Office programs and library-specific software (Armat, Irbis, Uznel), search engines, digital encyclopedias and cataloging software.

Cataloging skill: This skill plays an essential role for them due to their daily work involves the organization of information. Furthermore, a library uses software to catalog inventory, which can help save time and keep the library's media well-

organized. Being aware of library software, it includes the ability to order items by date, name or alphabetical and information gathering.

Research skill: Having basic research skills give opportunity to find important information or complex subjects. So they need to know how to search for accurate, up-to-date information from both online and offline sources. Due to they need to provide excellent information and educate the community.

The main task of the image of a librarian is to create the image of a sincere and kind consultant in the minds of users through his behavior, speech, appearance, spiritual world and professional maturity, communication. In general, the image of a librarian is the manifestation of his internal and external characteristics in the process of library-information service.

The image is formed through the following means:

1. Positioning-comparing oneself with others, striving for improvement by comparison.

2. Manipulation is a technical action skillfully performed by hand, which consists in controlling the process of perception and actions of another person, instilling into the object (individual, group) the information considered necessary in this period of time, giving emphasis to it.

3. Verbalization is a beautiful expression of experiences, feelings, opinions as one of the means of creating a holistic image.

According to experts, 80% of a person's image consists of his appearance, gestures, behavior, and 20% of his speech, but we must not forget that words can cover the remaining 80%. Therefore, the ability to organize communication has a special place in the image of a librarian. For a librarian, appearance is important, but the ability to communicate with users, speech culture is also important. In addition, a modern librarian needs to adapt to the requirements of the employees in any organization or office.

To sum up, we will build new libraries together with librarians with modern qualifications. Although some people think that the librarian is a stereotype of an old,

bespectacled woman curled up among old books, today's librarian is very different. Now, a modern librarian is a professional woman or man who works on a computer, has his own image in terms of appearance, knows foreign languages. So, are you a 21st century librarian or a stereotypical employee? What is preventing you from becoming a modern librarian, ask yourself questions, change yourself, work on yourself. Instead of complaining about your low monthly salary, try to learn new knowledge.

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