

DOI: <https://doi.org/10.15407/np.72.572>

UDC 02:001.4:159.955.2

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TERMINOLOGY OF INFORMATION CONSULTING IN THE THEORY AND PRACTICE OF LIBRARY SCIENCE

The purpose of the article is in the analysis of the main terms related to the information consulting in librarianship theory and practice, through the prism of scientific views on consulting. **Research methods** are general scientific methods of cognition, specifically analysis and synthesis, generalization, interpretation. In particular, terminological analysis helped clarify the essence of concepts related to information consulting in librarianship. **Scientific novelty**. The main concepts related to information consulting in librarianship have been identified and analyzed. **Conclusions**. During the implementation of information consulting in the library sphere, a conceptual apparatus related to the internal and external activities of library institutions is formed. The analysis of the existing apparatus made it possible to reveal the content of the main key concepts, such as "information consulting", "library consulting", "information consultation", "library consultation", which are actively used in librarianship. However, the concepts of "library consultation" and "information consultation" are not adapted to use in modern Ukrainian librarianship, and therefore are replaced or equated with other concepts. In our opinion, in the context of the formation of the conceptual apparatus of information consulting in domestic librarianship, it is appropriate to introduce the term "library consultant" into scientific circulation. Modern librarian terminology continues to be formed under the influence of information and communication technologies and replenished by borrowings from related fields of knowledge and terms of foreign origin, and this creates a systematic basis for the deployment of further scientific research.

Keywords: librarian terminology, information consulting, conceptual apparatus.

Relevance of the research theme. The relevance of the research is that there is an urgent need to develop new management mechanisms for library and information institutions and introduce new terms and definitions into

scientific circulation that reflect the existing phenomena of modern library practice.

The library sector in Ukraine is facing new problems related to globalization and digitization. In such conditions, the task of library institutions is to increase the level of management, improve library business processes and meet the needs of users by using the services of professional consultants. We believe that the efficiency of the work of library institutions, the quality of management decisions, the flexibility and speed of orientation in new digital conditions depend on effective information and consulting support in the library sphere.

In connection with the introduction of new information technologies in the performance of library institutions, library workers more often encounter new terms and use them in their work. Some concepts are borrowed from other fields of knowledge, some terms have foreign origin.

Analysis of research and publications. General issues of consulting and consulting activities are researched by Ukrainian scientists, in particular: S. I. Bai, V. A. Verba, I. V. Gontareva, O. O. Karpenko, I. P. Mykolaichuk, O. Yu. Osyadko, T. I. Reshetnyak, V. S. Tsipurinda, and many others [1; 2; 4; 10; 13].

In the editions and publications of foreign scientists, consulting is characterized as an effective tool for managing innovative infrastructure. Important studies in this direction are the works of H. Boelens, M. Kubr, A. Johnson, G. Mikulás, A. Olesen, L. Robinson, S. Stewart, I. Wormell, and others. [20; 23–27]. "Management Consulting", prepared by the International Labor Organization and edited by M. Kubr [23], is considered the most thorough source of theoretical and practical aspects of consulting activity for many years.

In the scientific development of the recent years, industry consulting or consulting in certain spheres of society life activities is gaining popularity: education (L.M. Skrypyuk) [16]; management (A.O. Krasneichuk) [12]; international activities (A. D. Kuharuk, O. O. Okhrimenko) [14]; information activity (L. S. Prokopenko) [8]. In scientific publications, the authors pay attention to management and information consulting, issues of organizing information and consulting (advisory) services in various spheres of society's life. Information consulting is also present in the library field, and this forces scientists to intensify the study of the problems of modern consulting in library institutions.

In the context of the formation of the conceptual apparatus of information consulting in librarianship, it is appropriate to provide a definition and study of the essence of the concepts: "consulting", "information consulting", "library consulting", "consulting", "information consulting", "library consulting", "consultant", "information consultant", "library consultant".

The purpose of the article is in the analysis of the main terms related to the information consulting in librarianship theory and practice, through the prism of scientific views on consulting.

Presentation of the main research material. Consulting in the broadest sense of the word is considered as a type of intellectual activity, the main task of which is the analysis, substantiation of development prospects and the use of scientific-technical and organizational-economic innovations, taking into account the subject area and the client's problems.

In reference publications of the branch direction, different definitions of consulting and its varieties are presented. "Modern dictionary of social sciences" [18, p. 186] interprets consulting as a form of "commercial activity in the field of providing consulting services on economic and legal issues to individuals and legal entities that are subjects of economic activity." "Terminology dictionary of publishing business: editor's book" [19, p. 124] defines consulting as "consulting managers, managers on a wide range of issues in the field of financial, commercial, legal, technological, technical, expert activities. The "Financial and Economic Dictionary" states that "consulting" (consulting, from the Latin "consulto" – I advise): 1) providing advice to manufacturers, sellers and buyers on business activities <...>; 2) preparation of packages of application documents for the establishment of enterprises and assistance in their registration" [7, p. 91].

Native scientists provide different definitions of consulting. According to O. Yu. Osadko, consulting is an activity that is carried out by professional consultants and is aimed at serving the needs of commercial and non-commercial organizations, individuals in consultations, training, and research related to the problems of their functioning and development [13]. V. A. Verba and T. I. Reshetnyak point out that consulting, or economic consulting, can relate to both local purely economic issues (financial analysis, accounting, auditing, taxation) and global management problems (strategic development, reorganization, innovation process) [2, p. 7]. The main goal of consulting is to increase the efficiency and quality of any area of work.

The general theoretical approach makes possible to define this term through the semantics of "consulting" concept. The concept means, firstly, the process of providing professional assistance by specialists (consultants) of the appropriate profile to the customer (client) in analyzing and solving his problems, and secondly, this is a system that includes a set of entities that ensure the process of providing consulting services.

There are various types of consulting: management, investment, financial, fund, legal, as well as quality consulting, advertising, training, organization security, IT consulting (information technologies), PR consulting (public relations), HR consulting (personnel management) and engineering (production) [6, p. 250].

In information activities, the term "information consulting" is used, which has different interpretations. Thus, public relations specialists consider information consulting a type of political consulting. Information consulting is often identified with information technology (IT) consulting. The object of information consulting is the state of the information environment of the consulting organization; the subject is the search for opportunities to meet various informational needs of the organization.

In modern dictionaries of libraries, we find the definition of library consulting. Library consulting – "consulting on library matters. The main goal of consulting is to improve the quality of management, increase the efficiency of the library in general, and increase the individual productivity of each employee" [3]. Librarians often consult their users and visitors. Thus, library consulting is any informational assistance provided by specialists – consultants.

However, for the Ukrainian information sphere, the term "consulting" is more usual. Consulting is a form of providing assistance with the content, process, or structure of a task or series of tasks, in which the consultant is not personally responsible for the completion of the task, but assists those who are responsible for it. Consulting takes place in consumer protection, education, religion, trade; there is management, financial, legal, etc. consulting present. In the "Short Terminological Dictionary of bibliography and social informatics" there is a definition of the concept of "information consulting", which is interpreted as "a type of information service that provides the consumer with information found by any methods and means and in the form that the reader needs (bibliographic, factual, conceptual)" [11, p. 32].

The term "library consulting" is not used in modern domestic librarianship, and is equated with consulting on library matters or with library consulting.

The next block of terms is related to consultations. Various consultations can be provided in all spheres of society: in public administration, politics, economy, management, education, health care, advertising, social assistance, science.

Consultations can cover a wide range of issues related to both the institution's activities and literature or the information market as a whole. In general, user consultation can be defined as librarians' advice to users with the aim of guiding their reading, providing assistance in understanding the complex semantic context of a book and choosing literature on a topic of interest to the user, providing information about existing literature, etc. The Ukrainian library encyclopedia defines the term "library consultation" as "explanation or advice of a library employee in oral or written form, mostly about the general rules and features of using the book collection, ways to find the necessary information, potential opportunities of the library, etc." [15].

The term "information consultation" is not used in modern Ukrainian librarianship, but is replaced by an information or information-consultation service. The term "information consultation" is not used in modern national librarianship, but is replaced by an information or information-consultation service.

Consultations are conducted by consultants. The Oxford Dictionary defines a consultant as "a person qualified to provide professional advice or services". For its part, the Cambridge dictionary defines a consultant as a person "who is an expert in a certain field and whose job is to provide advice and information to businesses, government organizations, etc." or "someone who is paid to provide expert advice or training on a specific topic" [21]. A. Oduwole and A. Onatola define an information consultant – as a person with experience (research expertise, data analysis, information retrieval skills) etc. and analytical skills to advise clients on finding pragmatic solutions to real world problems [25, 67–68].

English-language literature represents various synonyms of a librarian, for example, L. Robinson defines a library and information professional as a worker working in the field of information and communication (creation, organization, distribution, discovery, management, preservation, analysis, use and understanding of information) [26]. Helen Boelens singles

out information specialist, library consultant [20], Sharon Stewart – library and information consultant, library and information professional, records manager and information assistant [27].

Irene Wormell, Annie Joan Olesen, and Gabor Mikulas believe that definitions of an information consultant remain varied, with people in the field using terms such as information consultant, information broker, freelance librarian, information specialist, information retailer, information broker, information entrepreneur, information manager, etc. [28].

An information broker is a person who researches or provides other information-related services on demand and for profit. This type of free library service originated on the West Coast in the early 1970s and grew rapidly. The services most often offered by information brokers are research, consultations, online search, and document delivery [24]. Alternative names for an information broker are independent information specialist, freelance librarian.

Infoentrepreneurship is considered by C.Coulson-Thomas [22], A. Oduwale, A. Onatola [25] as an information consulting and information mediation, and this business is the production, implementation and provision of information services for a fee.

The consultant provides a consulting service that can be considered as an intellectual product that remains in the client's possession after the end of the consulting. The peculiarity of such a service lies in its apparent intangibility, imperceptibility and, as a rule, in the absence of a completed material form [1]. Economists single out the specific features of a consulting service: the uniqueness of each service; perceived feeling of the service offered; the direct dependence of the quality of the service on the personal skill of the consultants; the impossibility of selling the product in its finished form without the presence of an individual consumer; the complexity of quantitative measurement of goods and consumer preferences. Therefore, identical consultations performed by two specialists may differ not only in form, but also have different development methodology and content. The library sector also has these characteristics.

According to the Ukrainian scientist N. V. Strishenets, a consultant is invited by the library to analyze a certain problem and provide advice on its solution, if the library lacks relevant specialists. For example, in the automation of library processes or the introduction of a new classification system [17, p. 90]. In this way, external consultants are involved in

the library. As for internal consultants, as early as 2003 researcher N. Yu. Kaliberda described the functions of an information consultant of a scientific library [9].

In comparison to foreign researchers, national scientists do not use the term "library consultant" in their scientific works. In practice online information and reference services "Library consultant" are presented on the websites of library institutions, and the introduction of such a term into scientific circulation is appropriate.

Conclusions. Therefore, the concept of "consulting" should be considered as a system that includes a set of subjects that ensure the process of providing consulting services; "consulting" – the process of providing a consulting service and the form of providing assistance depending on the content, process or structure of a task or a series of tasks; "consultation" – a response to an information request by various means; "consultant" – a professional highly qualified adviser who has significant and thorough knowledge, skills and experience in the field of the organization functioning as a whole or its individual parts. Consultant knows how to effectively use them in the analysis and solution of practical problems in a specific organization and in the dissemination of positive experience.

During the implementation of information consulting in the library sphere, a conceptual apparatus related to the internal and external activities of library institutions is formed. The analysis of the existing apparatus made it possible to reveal the content of the main key concepts, such as "information consulting", "library consulting", "information consultation", "library consultation", which are actively used in librarianship. However, the concepts of "library consultation" and "information consultation" are not adapted to use in modern domestic librarianship, and therefore are replaced or equated with other concepts. In our opinion, it is appropriate to introduce the term "library consultant" into scientific circulation.

Modern librarian terminology continues to be formed under the influence of information and communication technologies and replenished by borrowings from related fields of knowledge and terms of foreign origin, and this creates a systematic basis for the deployment of further scientific research.

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ТЕРМІНОЛОГІЯ ІНФОРМАЦІЙНОГО КОНСАЛТИНГУ В ТЕОРІЇ І ПРАКТИЦІ БІБЛІОТЕКОЗНАВСТВА

Метою статті є виявлення та аналіз основних понять, пов'язаних з інформаційним консалтингом в теорії і практиці бібліотекознавства через призму наукових поглядів на консалтинг. **Методи дослідження** – загальнонаукові методи пізнання: аналіз та синтез, узагальнення, інтерпретація. Зокрема, термінологічний аналіз допоміг з'ясувати сутність понять, пов'язаних із інформаційним консалтингом у бібліотекознавстві. **Наукова новизна**. Виявлено та проаналізовано основні поняття, пов'язані з інформаційним консалтингом у бібліотекознавстві. **Висновки**. У ході впровадження інформаційного консалтингу в бібліотечну сферу формується понятійний апарат, пов'язаний із внутрішньою та зовнішньою діяльністю бібліотечних установ. Проведений аналіз існуючого термінологічного апарату дозволив розкрити зміст основних ключових понять, як от «інформаційний консалтинг», «бібліотечний консалтинг», «інформаційне консультування», «бібліотечна консультація», якими активно послуговуються в теорії та практиці бібліотекознавства. Проте, поняття «бібліотечне консультування» та «інформаційна консультація» не адаптовані до вжитку в сучасному українському бібліотекознавстві, а отже замінюються або ототожнюються з іншими поняттями. На нашу думку, у контексті формування понятійного апарату інформаційного консалтингу в українському бібліотекознавстві доцільним є введення в науковий обіг поняття «бібліотечний консультант». Сучасна бібліотекознавча термінологія продовжує формуватися під впливом інформаційно-комунікаційних технологій та поповнюватись за рахунок запозичень із суміжних галузей знань й термінів іншомовного походження, а це створює системне підґрунтя для розгортання подальшого наукового пошуку.

Ключові слова: бібліотекознавча термінологія, інформаційний консалтинг, понятійний апарат.

Стаття надійшла до редакції 19.09.2024 р.