UNIT 3 ABSTRACTING, DIGEST AND NEWSPAPER CLIPPING SERVICES

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3.0 OBJECTIVES

After reading this Unit, you will be able to:
  • discuss about abstracts and abstracting service;
  • prepare an abstract;
  • explain digests and a digest service;
  • prepare a digest on any given topic;
  • describe newspaper clipping service and its types; and
  • organise a newspaper clipping service in a library and information center.

3.1 INTRODUCTION

Abstracting service, digest service and newspaper clipping service are all secondary services and are highly useful for the users. All these have been described in Unit 9 of BLI-222 course from which you will get a broad idea about all these services. As part of your job in a library, you may often prepare
abstracts, digests or organise newspaper clipping service. The object of this Unit is to equip you to do all these jobs. Surely, by going through this Unit, you will not become an expert overnight, but will get the guidelines whereby you will not be unprepared when you are assigned any of these jobs.

### 3.2 ABSTRACTING SERVICE

#### 3.2.1 Definition

An abstracting service is generally a bibliographical service (in many cases commercial) that provides bibliographical details of a publication along with the abstract of the same. In most cases it is available in print form as well as in digital form. In print form it appears at regular intervals, i.e. weekly, fortnightly, monthly, etc. as a periodical. Entries in the publication are arranged under broad subject headings or class numbers. Each abstracting service provides a number of indexes such as issue index, volume index, author index, subject index, etc. In database form, it is generally updated daily. An abstracting service not only publishes an abstracting periodical but also various by-products. For example, Chemical Abstracts Service not only brings out *Chemical Abstracts* [from 1st January 2010, print version has been discontinued] but also generates databases like CAplus, CAS Registry, and products like STN (Scientific and Technical Information Network), SciFinder, and CASSI (Chemical Abstracts Service Source Index).

An **abstracting periodical** is a periodic publication having a fixed frequency which may be monthly, quarterly, etc. It contains bibliographical details of a document along with its abstracts which are arranged in some systematic order. If you go through *Indian Science Abstracts* you will get a good idea about an abstracting periodical.

**Necessity of an abstracting periodical or service.** To understand this point, let us take a simple example. Suppose, a scientist is working on the topic ‘acid rain’. A large number of articles are appearing every year in various research journals, review journals, conference proceedings, collected works, books, etc. on the topic ‘acid rain’. There might be one or two theses also on the subject. All these documents have been generated in different parts of the world in various languages. *Chemical Abstracts* covers publications in 50 languages of the world. This gives an idea as to the number of languages in which chemical publications are appearing.

It is impossible for the scientist to know all the sources where the documents/literature on the topic have appeared in the world. The scientist will not know all the languages in which articles and other publications have appeared. In the ocean of bewildering variety of publications, the scientist will be a sailor without a compass. Abstracting and indexing services of the world have appeared to save scientists and researchers from such an awkward situation. Most of the indexing and abstracting services in the world are in English. Whatever the language in which an article has been published, it is very likely that its abstract will be available in English. If the scientist knows English language well, her/his problem is solved to a large extent. As an international indexing or abstracting service tries to cover all important periodicals from the world, you do not have to search individual libraries for the articles. You will get the abstracts of most of those articles from one source. Going through the abstract, if you feel that the
Conventional Products and Services

whole article is necessary then you may search the library or the Internet to get the full-length article.

For retrospective searches, abstracting services and periodicals both in print and digital forms are found to be very helpful. The searches can be carried out quickly in digital form compared to print form. For compilation of bibliographies, writing review articles, etc. abstracting services and journals are heavily used.

3.2.2 Scope

An abstracting service/journal is usually devoted to a subject. For example, *Indian Science Abstracts* is devoted to science, *Medicinal and Aromatic Plant Abstracts* is devoted to medicinal and aromatic plants, etc. An abstracting service/journal may be national or international in scope. For example, the scope of *Indian Science Abstracts* is national and that of *Chemical Abstracts* is international. The scope also varies with respect to coverage of documents. *Chemical Abstracts* covers journal articles, patents, books, conference papers, government research reports, dissertations, etc. On the other hand *Indian Science Abstracts* covers mostly journal articles. In respect of languages also the scope varies. *Chemical Abstracts* covers documents in more than 50 languages. *Referativnyi Zhurnal*, the gigantic Russian abstracting periodical used to cover documents in more than 60 languages. On the other hand our *Indian Science Abstracts* covers articles only in English with rare exceptions as there are very few research articles in Indian languages.

3.2.3 Abstract

Information has a remarkable property that it can be condensed. An abstract is basically a condensed form of the content of an article, a book or the like. We all know what summary is. A summary is also a condensed form. Usually it is longer than an abstract. Depending on the need, the length of an abstract varies from a single line to several pages. This has given rise to different types of abstracts which we shall discuss in the next section of this Unit.

Usefulness of abstracts – Abstracts are found to be useful in many ways as indicated below (*ISA Manual*).

i) Abstracts facilitate the selection of papers to be read by researchers. Due to the huge output of literature in science and technology and many other areas of knowledge, it is no more possible for the researchers to keep themselves abreast of the developments in their field by going through a few journals accessible to them.

ii) They remove the language barrier to a great extent as has been pointed out already.

iii) In many cases an informative abstract eliminates the need for going through the original article.

iv) For writing review articles, preparation of class notes for Masters and M Phil classes, etc. abstracts are of great use.

v) For selection of articles for a conference, in many cases, extended abstracts are necessary.
3.2.4 Types of Abstracts

Abstracts are of various types. Some of them are: i) titular abstract, ii) annotation, iii) indicative or descriptive abstract, iv) informative, informational or comprehensive abstract, v) extended abstract, vi) slanted abstract, vii) auto abstract, viii) author abstract, ix) subject-specialist-prepared abstract, x) professional-abstract or-prepared abstract, etc. We shall briefly describe all these types of abstracts one by one.

i) **Titular Abstract**: It is also called title-only abstract. In the case of many articles, titles are self-explanatory. In such cases, just the citation is given without providing any abstract. In the case of review articles, generally in the abstract section only the number of references is mentioned. Titular abstracts are also provided for such articles which are just popular accounts of some topic.

**Example:**


ii) **Annotation**: It is a clause or a sentence added to amplify the title.

**Examples:**


Presents a trend analysis and normative features of seamless information environment and seamless infrastructure.


Concluding part of the bibliography.

In the above two abstracts, the first one consists of a line and a second one a phrase.

iii) **Indicative or Descriptive Abstract**: Lengthwise it is shorter than an informative abstract and generally longer than an annotation. At times it becomes difficult to distinguish between an annotation and an indicative abstract. The number of words contained in the indicative abstract is usually 20 to 50. The purpose of the abstract is to inform the user whether or not the article is relevant to her/his field of interest.

**Example:**


Analyses the articles published in Information Studies during 1995 to 2004. Outlines the objectives of the journal and presents a table showing the coverage of various subjects over the 10 volumes.

This abstract would have been an informative abstract if the objectives of the journal and subjects covered in ten years had been mentioned.
iv) **Informative, Informational or Comprehensive Abstract**: This type of abstract is usually bigger than an indicative abstract. In terms of words it can go up to 250 or more. At times it may be less than 100 words also. The purpose of this type of abstract is to reflect all the salient features of the document. Many a time this type of abstract obviates the need for going through the original. Just see the following abstracts.


The dictionary lists about 4,000 terms in letter-by-letter alphabetical order giving their Hindi equivalents. The terms have been extracted from about 100 published books and periodical articles in Hindi. Some university/UGC question papers have also been used for this purpose. In some cases more than one Hindi equivalents are listed. Also includes some personal names and abbreviations, such as B C Vickery and FID. Some popular abbreviations such as IFLA, LCSH, etc. have only been transliterated in expanded forms in Devanagari script.

This is an informative abstract of a book providing all the salient features of the dictionary though the number of words in the abstract is just 80. The annotation for this book would be in just a small sentence, i.e. Lists about 4,000 terms.


Reports the findings of a survey conducted to study the present status of automation in special libraries of Jabalpur District in Madhya Pradesh. Aims at understanding and analyzing the various problems faced by the authorities and the staff during the process of automation of the library and suggests ways and means to overcome these problems. It also aims at analysing the prospects of automation. The methodology adopted for the present study is survey using a structured questionnaire. The findings show that only 60 per cent of the special libraries have opted for automation. The lack of computer trained professional staff, hesitancy and lack of attitude towards automation, unsatisfactory library software are some of the major obstacles for slow progress. The special libraries in Jabalpur are still in a state of infancy in respect of automation. However, 60 per cent of special libraries opting for automation, shows that the libraries have a mind to adapt to new changes and that the other libraries will follow suit.

This is an informative abstract of a journal article. You can notice that the abstract provides the venue of the study, its objectives, methodology followed for conducting the study, findings and conclusion. Abstracting a research article is comparatively easy as the writing is systematic and one can easily extract the material for abstracting.

v) **Extended Abstract**: Often the organisers of conferences demand an extended abstract of the article which the author intends to present in the projected conference. In terms of words the length of the abstract can go up to about 600 words or more. The abstract may include title of the article, name/s of the author/s, address of the author/s, introduction, the objective of the study, the methodology to be followed, hypotheses, if any, results already obtained, study that remains to be done, and finally references. All these taken together goes up to 600 to 1000 words. In some cases, the range is given between 500 to 1000 words excluding references. Given below is the sample of an extended abstract.
Growth of Scientific Societies in India (1784-1947)

B K Sen
Address............
E mail............

Introduction

Asiatic Society was founded by Sir William Jones in 1784 at Calcutta. This was the first learned society formed in India. Though the object of the Society was to conduct research in all areas of Orientalism, the members of the Society carried out splendid research work practically in all areas of science. From 1784 to 1947, several hundred scientific societies have been formed in India. During the period many of them flourished and a great number perished. Information available for many of the dead societies is scant. In some cases nothing is available except the name. If some action is not taken now, then it will be extremely difficult to depict a complete scenario of Indian scientific societies in future. Keeping this in mind the project has been undertaken.

OBJECTIVES

The objectives of the study are:

i) to portray the scenario of scientific societies that emerged and flourished in India from 1784 to 1900 and acted as very powerful media to promote the development of scientific education, scientific research, application of science, and scientific culture in India.

ii) to enlist a) all scientific societies that appeared, flourished, and became defunct and to provide a brief description of all of them; and b) such general societies as were having at least one of the objectives related to science (e.g. Asiatic Society)

iii) and to enable a) a librarian or information scientist to trace any scientific society that emerged during the period and obtain adequate information about it; and b) a historian of science to trace and obtain necessary historical facts relating to the establishment, activities, development and in some cases closure of such societies.

SCOPE

Within the confines of this study the term ‘society’ means ‘an organization or club formed for a particular purpose or activity’ [COD] and encompasses all institutions called as associations, societies, and sometimes as academies, institutes and so on, and usually registered under Societies Registration Act (XXI of 1860) of India. Societies that started before this date and also those after this date not covered by this Act have also been included.

The terms ‘scientific’ includes science in general; natural history; conservation; mathematics, astronomy; surveying and geodesy, physics, chemistry; mineralogy; geology; meteorology; marine science; paleontolgy; anthropology; archaeology; economic biology; microbiology, ecology; genetics and plant breeding; microscopy; botany; zoology including entomology; industry; medicine including anatomy and physiology, health and hygiene; mental health; pharmacology; systems of medicine like allopathy, homoeopathy, and Ayurveda; pathology including cancer, malaria, etc., clinical medicine, dentistry, nursing, nutrition, obstetrics and gynaecology, pediatrics, ophthalmology; hospitals; engineering including civil, electrical and mechanical, mining and metallurgy including coal, gold, iron, mica and so on, construction, roadways, railways, irrigation and telegraphy; aeronautics, architecture, automobiles; agriculture and food including crops like rice, wheat, cotton, jute, indigo, etc.; horticulture and gardening, forestry, animal husbandry and veterinary science, dairy science, poultry; printing, food technology; oil technology, pulp and paper, chemicals like salts and explosives; building and architecture; and geography. Societies of such peripheral areas like museums and photography have also been covered. Even religious and
literary societies that had some scientific activities have also been covered.

The geographical limit of the coverage is confined to British India which now forms India, Pakistan and Bangladesh.

As is evident from the title, the period covered is 1784 to 1947 inasmuch as the year 1784 heralded the happy birth of the ‘Society, instituted in Bengal, for Inquiring into the History and Antiquities, the Arts, Sciences, and Literature, of Asia’ (afterwards known as Asiatic Society) and 1947 sounded the end of the British period of Indian history.

METHODOLOGY

1. First of all, the preparation of a comprehensive list of societies that emerged, flourished and in some cases became defunct.

2. Secondly, to gather information relating to its date of establishment, founder/s, location, address if it is existing till date, objectives, functions, achievement, etc.

3. The third step involved is cleaning of the data, i.e. to make all the components of each society, to the extent possible uniform.

4. The next step will be to arrange the entries in chronological order according to the date of establishment of the societies.

5. Editing and finalization of the entries will be the fifth step.

6. The sixth step will be introduction, objectives formulated, scope defined, methodologies followed, and finally the conclusion drawn.

7. Preparation of the indexes will be the last step.

Work Done So Far

In all about 400 societies have been traced. When the investigation is complete, it is expected that the number might touch 500, if not more. The details of more than 50 societies have so far been collected.

References


The extended abstract looks more or less like a research article without an abstract since this itself is an abstract. This extended abstract contains about 800 words.

vi) Slanted Abstract : “An abstract written to represent a specific portion of a document, or a particular perspective on its content, usually for the benefit of a specialized audience for example, an abstract of a scientific paper on the effects of global warming on climate, written for the benefit of the petroleum industry” (Reitz).

Let us take the following article as an example.
This article portrays the output of India in all fields of science and technology. Commonwealth Agricultural Bureau (CAB) brings out abstracting services covering broadly all fields of agriculture and allied disciplines such as agriculture, forestry, animal husbandry and fisheries. Suppose, an abstractor is to prepare a slanted abstract for CAB Abstracting Services for this, the abstractor is to select only those data that pertain to the aforesaid areas and prepare the abstract. The abstract of the article oriented to agriculture and related disciplines will be as follows:

*Indian Science Abstracts* of the year 2006 covered 18,224 papers of which agriculture, forestry, animal husbandry and fisheries accounted for 4821 papers constituting 26.4 per cent of the whole output. Of the total S & T output of India the share of agriculture and related disciplines is the highest. The institutions who have contributed major share of these papers are Punjab Agricultural University, CCS Haryana Agricultural University, Indian Agricultural Research Institute, Tamil Nadu Agriculture University, Bidhyan Chandra Krishi Vishwavidyalaya, Chaudhary Sarwan Kumar Himachal Pradesh Krishi Vishwavidyalaya, Indian Veterinary Research Institute, G B Pant University of Agriculture and Technology, University of Agricultural Sciences, and so on. All these institutions have accounted for 100 or more articles each.

From the same paper an abstract can be prepared for *Chemical Abstracts, Physics Abstracts*, etc. The data relating to individual subjects will differ in all the cases.

vii) **Auto Abstract:** An auto abstract is a computer generated abstract. It depends on the frequency of the keywords appearing in the text. The computer searches the text and finds out the most frequent keywords. Using the most frequent keywords found in the document, auto abstract is given the final shape.

viii) **Author Abstract:** An author abstract is prepared by the author herself/himself. If you go through journals like *Annals of Library and Information Studies, IASLIC Bulletin*, etc. you will find author abstracts with all original articles. You may note that *Indian Science Abstracts* more or less solely depends on author abstracts. Most other abstracting services also depend on author abstracts heavily. Before author abstracts are included in the abstracting services they are edited.

ix) **Subject-Specialist-Prepared Abstract:** These abstracts are prepared by subject experts. Some abstracting services have a panel of abstractors who specialise in various subjects. According to their specialisation they are assigned articles for abstracting.

x) **Professional-Abstract or-Prepared Abstract:** There are abstractors who prepare abstracts on various subjects irrespective of their specialisation by virtue of their vast experiencing in the field. Abstracts prepared by professional abstractors are also generally dependable.

### 3.2.5 Abstracting

For abstracting, first of all you have to decide what type of abstract you are going to prepare. Having decided that, you can proceed further. Preparation of abstracts for research articles, books, theses, etc. is easy as the contents of these documents
are well-structured. On the other hand popular articles in magazines and periodicals as well as writings in newspapers and specifically editorials and speeches pose difficulties for abstracting. Here, we will discuss how an informative abstract of an article is prepared. The process involves three distinct steps – i) Identification of key information, ii) Organisation of the information, and iii) Writing of the abstract.

**Step 1 – Identification of Key Information**

For this purpose you have to systematically follow the procedure given below:

i) Read the introductory paragraphs of the paper carefully. Usually these paragraphs provide information about the objectives, scope and hypotheses (if any) of the study. Even if this is not a research paper the introductory paragraphs provide some information which prove to be valuable for writing the abstract.

ii) Many papers include author abstracts. Sometimes the author abstract with a little bit of modification can be shaped into a good abstract. Quite often you may find that an author abstract is giving a long introduction before describing the actual study. In such a case you are to just leave out the introduction and take the remaining part as the abstract for your purpose.

iii) The summary and the conclusion given at the end of the paper generally reveal the author’s findings and recommendations, if any. Hence, they should be noted.

iv) The text should be scanned for finding out the methodology, materials and/or equipment used, useful data, and any other valuable information.

v) The important phrases and passages should be marked and useful information noted on the margins.

NB – The above procedure will not be helpful in the case of non-research articles like editorials, newspaper articles, speeches, etc. In such cases you are to go through the article paragraph by paragraph and note down the key points of every paragraph.

**Step 2 – Organisation of the Information**

In novels and short stories, sometimes you see that the author is starting with the ending, and then through flashback describing the whole incident. In an abstract you cannot do that. In an abstract of a research paper you have to systematically describe the objectives, scope, hypotheses if any, methodology, findings, conclusion, and recommendations, if any.

The key points of a non-research paper should be organised logically so that the entire abstract provides a holistic view. Suppose, a minister in her/his speech has touched upon several areas of rural development in the current five year plan. All those areas should be highlighted in the abstract.

**Step 3 – Writing of the Abstract**

You might have noticed that an abstract has two distinct segments. The first segment is the citation, and the second segment is the abstract proper. First, we take up the ‘citation’.
1) Citation

In the citation, bibliographical details of the document are given. For this purpose you are to follow a style manual. If your organisation is already following a style manual, you are to follow that. If not, then you may follow Style Manual of UNESCO, MLA Handbook for Writers of Research Papers, or any other manual. Some general dictionaries also provide ‘style manual’ as an appendix. You can check the general dictionaries to see if any of them contains any style manual. If so you can follow that.

Some representative entries following MLA Handbook 7th edition are being given below for most commonly used documents.

Books


Conference Papers


Dictionaries


Encyclopaedias

Journals


Journal Articles


Newspaper Articles


Thesis/Dissertation (unpublished)


2) Abstract Proper

You already know that an abstract of an article is likely to contain some of the following components – objectives, scope, hypotheses, methodology, findings, conclusions, and recommendations. It is to be noted that in all articles you will not find all the components.

See the following example:


Reports the findings of a community survey based on a questionnaire-cum-interview method of Balarampur area of Baripada Municipality of Mayurbhanj district of Orissa, which was conducted to find out (a) socioeconomic attributes, (b) reading habits and utilization of leisure time, (c) information provision pertaining to different day-to-day problems and (d) knowledge and attitudes of the respondents towards the library services. Significant amount of literates were aware of the direct source of information for the situations related to price rise, employment, voters’ list, local information in general, whereas significant amount of illiterates were aware of the direct sources for voters’ list, local information in general. Among the indirect sources of information neighbours’ topped the list, next to it, “old persons” of the locality in both the group of literates and as well as illiterate respondents.
Other common indirect information providers were, teacher, nana/pujari, betel shop etc. Most respondents visited cinemas during their leisure time. Many of them utilized their leisure time by gossiping.

NB- The abstract given above shows the methodology followed, scope, objectives and the findings. Other items are missing in the abstract. While writing the abstract, keep in mind the following points:

i) Write the abstract in fluent and easy-to-understand English.

ii) Avoid ambiguity in the writing.

iii) Avoid long and highly complex sentences.

iv) Avoid jargons and colloquial uses.

v) Avoid paragraphing. Generally an abstract is written in a single paragraph.

vi) Expand abbreviations unless it is internationally well-known and unambiguous.

vii) Use mathematical, chemical and other symbols.

viii) Condense the sentence to the extent possible without affecting the comprehensibility. Instead of writing - ‘The author explores the reading habit of rural folk’ write ‘Explores the reading habit of rural folk’. You may note that the abstract given above starts with the word ‘Reports …’it does not say ‘The article reports …’

ix) Use past tense for the work that has been done, and present tense for conclusion and recommendation.

Self Check Exercise

Note: i) Write your answers in the space given below.

ii) Check your answers with the answers given at the end of this Unit.

1) Highlight the difference between the two concepts ‘abstracting service’ and ‘abstracting periodical’.

2) Describe the usefulness of abstracts.
3) How will you locate the key information from the document for preparing an abstract?

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3.3 DIGEST SERVICE

Some of you might have read Reader’s Digest. The global editions of this general-interest family magazine reach over 100 million people in more than 70 countries, with 50 editions in 21 languages. It has a global circulation of 17 million, making it the largest paid circulation magazine in the world. It is also published in braille, digital, audio, and a version in large type. At times you find in the magazine the column Book Bonus. Under this column you find a condensed version of a book. For example, in the June 2010 issue of Reader’s Digest under Book Bonus you find the condensed version of the book Love will not be Enough – A Mother’s Fight for Her Son under the title ‘Love is not Enough’. What you are getting in this is a digest of the whole book. You have seen above that the length of an abstract varies from a few words to about one thousand words. In the case of a digest there is no such limit. The digest of Mahabharata can go up to tens of thousands of words.

A digest service may take the form of a periodic publication like ERIC Digest, a book like Company Law Digest by Taxman Publishing, a system like West American Digest System, etc. There may be agencies who may prepare digest on demand. A library may also provide digest service in case there is the need. For providing such a service, a library will have to take the help of persons skilled in the art of preparation of digests.

3.3.1 Definition and Scope

A digest is a condensed form of a previously published material, such as an article, a book, an essay, and the like. More often than not, they are longer than the longest abstract. Sometimes a digest looks like a review article. A digest may be in the form of a book also. Matter is gathered from a source or sources and then consolidated into a single article, book, etc. The scope of a digest varies. As far as the subject is concerned, it may belong to any subject like education, law, and other subjects. It may pertain to a form of a document even. You can have a digest of a novel, short story, drama, etc.

3.3.2 Types of Digests

Digest can be categorised according to the number of sources that has been used to prepare a digest. There may be single-source digest or multiple-source digest.

i) Single-source Digest – A single-source digest is based on a single book, essay, article, etc. Under the Book Bonus column, Reader’s Digest publishes a single-source digest.
ii) **Multiple-source Digest** – The *ERIC Digest* is a serial publication. It publishes multiple-source digests. These digests look more or less like review articles. An example of an *ERIC Digest* is given under Section 3.3.4.

### 3.3.3 Preparation of a Digest

While preparing a digest you are to condense the information following normal procedure of summarisation as you have learnt in your language classes. A digest is different from an abstract since the components of a digest are different. It is different in other ways also which you will see in the following section.

**Components of a Digest**

i) **Title** – While preparing an abstract, you cannot change the title of the original document. You can do so if the language of the original article differs from the language of the digest. In a multiple-source digest, you are to provide the title yourself. Even in a single-source digest, the title may be changed. For example *Mahabharata for Children* is a digest of the original *Mahabharata*.

ii) **Author** – In a single-source digest, the name of the original author is to be given. In a multiple-source digest, the writer of the digest will be the author.

iii) **Abstract** – Usually, an informative abstract may be provided.

iv) **Keywords** – All relevant keywords may be provided. Number is not fixed for keywords.

v) **Body of the Text** – In the body of the text, there will be sections with headings. In the digest of the book *Love will not be Enough – A Mother’s Fight for Her Son* earlier referred to, we find the following headings like:

At the therapist  
In a hurry  
Waiting for help  
Therapy starts  
Worries and doubts  
Spinning thoughts  
Preschool  
Three small words  
A better life

You can see the body of the text of *ERIC Digest 133* given under Section 3.3.4. You will notice various sectional headings in this text.

vi) **Graphics** – Tables, charts, diagrams, photographs, etc. may be added as per the need. In the digest of the book referred to above, there are colourful photographs. In technical digests formulas, tables, charts, diagrams, photographs, etc. are added as and when necessary.

vii) **Conclusion** – Depending on the need a ‘Conclusion’ may be added.

viii) **References** – References are to be given as they are given in a research article.
3.3.4 Examples

Given below is an example of an *ERIC Digest*

**Example 1**

**ERIC Digest 133 - December 1999**

**Conducting a Principal Search**

*By Elizabeth Hertling*

Educators know that a principal can make or break a school. The job is a difficult one, and filling a vacancy can be "as elusive as the search for the Holy Grail" (Jones 1995). School districts are struggling to complete that elusive quest nationwide in the face of a shortage of administrative candidates for the principalship. In 1998, fifty per cent of 400 superintendents surveyed reported trouble filling principal vacancies (Educational Research Service and others 1998).

Why does this shortage of candidates exist? One reason is that an increasing number of school administrators are retiring. The U.S. Bureau of Labor Statistics estimates that over the next decade, 80,000 principals will either retire or leave the profession (Jones). Others cite low pay, demanding hours, and stress as reasons fewer are attracted to the principalship. The growing demand for accountability and the increased influence of parents also turn off some school leaders. “It seemed like I spent all my time fighting,” says Jim Ford, a standout principal who left his position (Williams 1999).

This Digest addresses the steps school boards and district officials can take to find qualified applicants for vacant school leadership positions.

**How Can School Districts Increase the Candidate Pool?**

Preventive measures to increase the pool of qualified candidates for the position can simplify a search. Anderson (1991) recommends developing a pool of qualified candidates inside the school by creating career ladders. For career ladders to work, he says, districts must give the individuals who occupy these positions sufficiently diverse experience to qualify them for the principalship. For example, assistant principals should not be treated as “single-facet administrators” good only as disciplinarians or directors of activities (Anderson).

Recruiting teachers through internships and training programs is another way of increasing the pool of qualified principal candidates. Barker (1997) tells districts to be aggressive: identify the professional and personal benefits of the principalship and then sell those benefits to talented teachers. Districts should also make sure the salary differential between the two positions is sufficiently large to motivate teachers to take on the responsibilities of the principalship.

At California’s Oxnard Union High School District, the staff-development coordinator meets monthly with a hand-picked group of classroom teachers to discuss leadership and other topics essential to the principal’s role. These teachers are given opportunities to shadow principals and to learn about credential and degree programs in educational administration (Adams 1999).

**Where Does the Principal Search Begin?**

The first step in conducting a principal search is to announce that there is a vacancy. Seyfarth (1996) recommends first preparing a job model or job description. Because the duties differ from district to district and school to school, Seyfarth suggests interviewing those who currently hold the position. Ask staff members, parents, and students to describe what they believe the school needs from their principal, Jones adds. The list of duties can then be converted into an inventory of results sought, and finally, descriptions of the job environment and priority actions can be included (Seyfarth).
By completing a job model, district officials may avoid a common problem: vacancy announcements that are too vague, often not even specifying the particular school where the opening exists (Anderson). An announcement that lists the special needs and characteristics of a school is more likely to attract good candidates, as well as increase the chances of selecting the right person for the job.

Elements in vacancy announcements include the required tasks to be accomplished by the person filling the position; important characteristics of the staff; students’ family backgrounds, cultures, and feelings about the school; as well as information about other executives in the school system (Anderson).

Once the vacancy announcement is written, where should administrators advertise? Many districts announce all vacancies to current employees. Publications such as Education Week and newspapers should be considered, as well as state and national professional associations.

Anderson argues that having a set of criteria for selection before beginning the screening process is vital to the success of the search process. He cites Baltzell and Dentler’s study (1983), which found that districts that put off establishing a list of criteria often did not hire based on skill or merit, but on how a candidate would fit into their district, thereby maintaining the existing system. All these elements of advertising a principal vacancy involve one very critical step: Know your school (Jones).

Who Does the Screening?

Typically, screening is a two-step process. First, the personnel office screens resumes and applications for candidates who meet specific certification and experience standards. Next comes the more formalized step of paper screening of those candidates who pass the initial screening. Anderson suggests that this is where many districts begin to fail in their search process. What is needed, he says, is a standardized ranking system by which screeners can systematically rank applicants. As well, it is important to include others besides senior administrators in the screening process: teachers, principals, parents, and even students.

There are many different options available to districts in this step in their search. One is the use of an assessment center to screen potential candidates. The candidates participate in simulations that help districts to pinpoint potential principals’ specific strengths in such professional areas as problem analysis, judgment, decisiveness, and leadership (Anderson).

Another option is the use of written assessments. Writing assignments help screeners assess not only the candidate’s beliefs, but communication skills as well (Anderson).

What Constitutes an Effective Interview?

Although the interview is the most widely used and most influential tool in hiring decisions, it is neither valid nor reliable if used incorrectly. Anderson notes that the typical interview is unstructured, lasts less than one hour, and is highly influenced by first impressions. Studies suggest that interviewers may decide to hire or reject an applicant within the first five minutes of an interview (Anderson).

How can interviews be made to work? The first step is to determine who will interview the candidates. Interviewers should possess such qualities as alertness to cues, ability to make fine distinctions, and ability to suppress biases, Anderson says. In some exemplary districts, he says, superintendents establish the selection process, but then wait until a committee of parents, teachers, and principals identify two or three top candidates. Winter and others (1998) recommend training for interviewers, particularly teachers who may search for an instructional leader and overlook other important administrative qualities.
The structure of the interview process can vary. The interview itself, argues Anderson, is more effective and reliable when all candidates are asked identical, predetermined, well-thought-out questions. One school district sums up the questioning process by saying, “Tell us what you would do, show us what you would do, let us ask others what you have done in similar situations” (Jones).

Some districts ask applicants to demonstrate their skills in a performance simulation, such as watching a twenty-minute classroom lesson designed specifically for the interview by a staff-development teacher. The applicant then prepares an observation report and holds a conference with the teacher who conducted the lesson (Anderson).

As for the actual process of the interview, only a few members of the interviewing team should conduct the initial interviews, suggests Raisch (1993). Then, once the candidates have been narrowed down, the entire team can be divided into panels, and the candidates can move from one group to the next. The superintendent then asks for the names of two or three people who seemed the most qualified; he or she also asks the group to talk generally about the candidates.

Another step may be to visit the finalists at their “home turf.” As well, superintendents must check references. Barone (1994) warns administrators to look out for misleading references that should send up a red flag, including descriptions such as “a real workaholic.” That person may accomplish in 80 hours what another could do in 40. “Always accessible” may mean that the person will drop everything to see whomever asks, indicating a lack of time-management skills.

How Can Districts Make the Principalship More Attractive?

Can school districts change the structure of the principalship to make the position more attractive to some qualified candidates? Some observers believe that, to provide more incentives for talented administrators, the position of principal needs to be restructured.

McAdams recommends that districts preserve the principal’s role of instructional leadership by placing less emphasis on budgetary and legal responsibilities. To do this, districts would need to add support-services personnel.

In the Oxnard School District, Superintendent Richard Duarte, with the school board’s approval, has placed a coadministrator at each elementary school with an enrollment of 900 or more. Likewise, in Thousand Oaks, California, the Conejo Unified School District has authorized vice-principalships for its three elementary schools that exceed 700 enrollment (Adams).

Giving principals more authority to make decisions would free them to perform at their highest level of efficiency. Barker advocates higher salaries for principals and stronger mentoring systems for new principals. Job sharing is also an option for districts. Two people shouldering the responsibilities can ease the stress and isolation that many administrators may feel.

RESOURCES


Moore, Duane H. *Where Have All the Principals Gone?* Rochester, Michigan: Oakland University, 1999. 9 pages. ED 429 368.


**Example 2**

Cold Regions Research & Engineering Laboratory (CRREL) of US Army Corps of Engineers brings digests in the form of a serial publication *Cold Regions Technical Digest*. These digests communicate ‘essential technical information in condensed form to researchers, engineers, technicians, public officials and others. They convey up-to-date knowledge concerning technical problems unique to cold regions. Attention is paid to the degree of detail necessary to meet the needs of the intended audience. References to background information are included for the specialist. We cannot reproduce the whole digest due to lack of permission.

**Self Check Exercise**

**Note:** i) Write your answer in the space given below.

ii) Check your answer with the answers given at the end of this Unit.

4) Enumerate the components of a digest and briefly describe each component.

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This publication was prepared with funding from the Office of Educational Research and Improvement, U.S. Department of Education, under contract No. ED-99-C0-0011. The ideas and opinions expressed in this Digest do not necessarily reflect the positions or policies of IES, ED, or the Clearinghouse. This Digest is in the public domain and may be freely reproduced.
3.4 NEWSPAPER CLIPPING SERVICE

Everyday hundreds of news items are published in newspapers in various languages. Apart from news items, a newspaper contains editorials, leaders, articles, letters, photographs, cartoons, comics, obituaries, book reviews, advertisements, etc. You all have seen newspapers and know about them. Most newspapers appear daily. Of course, there are newspapers of other frequencies as well. Mostly people scan through the newspapers as they do not have time enough to go through all the items appearing in all the pages. People read the items that interest them and others they leave aside. There are national as well as local newspapers. National newspapers cover the news of the entire nation and also selective news of the world. From every state of India newspapers appear in the predominant language of the state as well as in English. Also there are newspapers which cover mostly the news of the district. You will be surprised to know that there are at present 74,000 newspapers in India (http://www.thaindian.com/newsportal).

There are persons who are interested in particular items of information. For example, a political leader might be interested to know the opinion of the people about her/his activities all over the nation, the head of an institution would be interested to know the opinion of the people about her/his institute, an actor or actress would be eager to know the feedback of the people about his or her new film.

This shows that there are numerous people who are interested to know about the news items wherein their names are appearing. May be some news items are in favour of them and some against. Whatever may be the case, they should know about them. Suppose, a newspaper has wrongly reported an item of the speech of a political leader and if s/he comes to know about it, s/he can give a rejoinder.

You have already seen the number of newspapers being produced from India. It is impossible for any one to glance through all the newspapers. If someone intends to scan all the important daily newspapers in English, even then it will be difficult for her/him to find that much time. Do you not feel that it would be wonderful if a service provider gives you all the news items everyday wherever you name is figuring? Undeniably it would be a great relief for you.

You will be delighted to know that such a service exists and is called newspaper clipping service. In this service according to the demand of customers the service is provided. In some cases the service is provided daily, or at longer intervals. When a library provides the service to its users it is usually free. Private agencies providing such services are generally on payment basis. In this section we are going to deal with this.

3.4.1 Definition and Scope

Clip means to cut out an item from a newspaper, magazine, etc. using scissors, blades, and the like. This makes the meaning of newspaper clipping service clear. In fact, it is a service provided with the clipping. The scope of the service depends on the demand of a service seeker. Suppose a person wants that for providing the service the following newspapers should be covered: The Asian Age, The Hindu, Hindustan Times, The Indian Express, Mail Today, The Pioneer, The Statesman,
Abstracting, Digest and Newspaper Clipping Services

The Telegraph, The Times of India, and The Tribune. This becomes the scope of the service. A government department may ask to cover newspapers as well as magazines not only in English but in other languages as well. Here the scope widens. For this service the scope is flexible and depends on the demand of the customer.

3.4.2 Types

Four types of newspaper clipping service are quite common. They are: person-oriented service, institution-oriented service, government-oriented service, and subject-oriented service. Let us have a glimpse of these services.

Person-oriented Service – In this case, the focus is the person. All news items, letters, articles, etc. relating to the person should be included. This may include her/his speech, participation in a debate, photographs, interviews, etc. The service may not be on daily basis because not all persons become the subject of news everyday.

Institution-oriented Service – In this case the focus is an institution. The institution may be an academic institution like a school, college or a university, a religious institution like a mission, a society, a research laboratory, etc. These institutions from time to time generate news by organising various events. On the other hand, various people may write about these institutions. Thus information is generated in both the ways. All should be included in the service. Suppose a university is organising an international seminar. Obviously reporters from the media will report various events relating to the seminar. The university will like to have all the reports published in the newspapers. Often this job is given to the library as the library receives the newspapers. The library generates the service on a daily basis.

Government-oriented Service – The central as well as state governments either have a department exclusively devoted for the purpose, or give the responsibility to a service provider to supply the newspaper clippings on a daily basis. Some government offices demand that the clippings should be delivered before the start of the office so that the persons concerned get the clippings just on her/his arrival to the office.

Subject-oriented Service – Suppose a professor of a university teaches the subject ‘Political situation of Southeast Asia’. Obviously s/he will be interested to know the day-to-day development of the region. Whatever is published in the newspapers about the region should be supplied to her/him. This is a subject-oriented service.

3.4.3 Organisation of the Service

Step 1 – Selection of the Items: All the headings of a newspaper should be read. When the subject is not clear from the heading, the textual matter should be read. When an item matches with the interest profile of the user, it should be marked.

Step 2 – Clipping: The marked items should be cut nicely so that nothing vital is left out. Special care is to be taken while cutting a photograph. It should not get disfigured while cutting. If the item spreads to two pages, both the pieces should be cut.
Step 3 – Pasting: The items cut should be pasted on paper of suitable size (A4 size will be all right). If an item is divided into two pieces, it should be pieced together while pasting. It should be borne in mind that only one item should be pasted on a single sheet of paper, and that too only one side of the paper.

Step 4 – Assigning Subject Heading and Location: On the top of the paper subject heading is to be written on the left side, and the name of the newspaper along with the date and page/s on the right side.

For providing subject headings you may follow any standard list of subject headings like Library of Congress Subject Headings. In many cases you will have to create subject headings yourself as they will not be available in the standard list. While creating new subject headings you will have to maintain an authority file. In the absence of such file, the same subject may get more than one subject headings which will lead to confusion.

Step 5 – Distribution of the Clippings: Matching with the subject profile of each customer, the clippings should be distributed. When the same clipping matches two or more user profiles, photocopies will have to be supplied.

Newspaper clippings are of great importance for researchers, scholars and many others. An author writing the history of a country, or the biography of a renowned person, can find newspaper clippings to be of immense help. Hence, it will always be advisable to retain the master copy of the clipping in the library for providing future services. With the facility available for digitisation, librarians over the world are taking steps to digitise newspaper clippings.

3.4.4 Examples

Example 1

<table>
<thead>
<tr>
<th>Landslides – China</th>
<th>The Statesman 20 August 2010 p.13</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Landslide Claims</strong></td>
<td></td>
</tr>
<tr>
<td>14 lives in China</td>
<td></td>
</tr>
</tbody>
</table>

BEIJING, 19 AUG: Chinese rescuers scoured a remote valley in the nation’s southwest for survivors on Thursday after a landslide leveled a village, killing at least 14 people and leaving dozens missing.

The landslide in Puladi, a settlement in Yunnan province, was the latest of a succession of natural disasters to have struck China this summer after torrential downpours unleashed floods and dislodged hillsides.

In the worst landslide, at least 1,287 people died in Zhouque, northwest Gansu, and more than 450 are missing, feared dead. Pictures from Puladi showed a swathe of the green valley covered in mud, with rescuers laying planks across the destruction to reach a stricken village of about 100 residents, some of them workers at a small iron mine.

**Beijing: Envoy visited N Korea**

BEIJING, 19 AUG: China said today that a top envoy had visited North Korea this week for talks on the resumption of negotiations aimed at ending Pyongyang’s nuclear drive, with tensions running high in the region. The trip by the official, Wu Dawei, came as an aircraft believed to be a North Korean fighter jet crashed in China’s northeast, killing the pilot.
Example 2

IGNOU Vice Chancellors – Photograph

Example 3

IGNOU Regional Centres – Photograph

Clippings of Photographs
Self Check Exercise

Note: i) Write your answer in the space given below.
   ii) Check your answer with the answers given at the end of this Unit.

5) How will you organise a newspaper clipping service?

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1) An abstracting service generates an abstracting periodical apart from other products such as: i) List of subject headings, ii) List of periodicals abstracted, etc. On the other hand an abstracting periodical is a periodic publication containing abstracts arranged in some predetermined order and provides various indexes (author, subject, keyword, etc.). Generally, it appears at regular intervals. Nowadays many abstracting periodicals are available both in print form and digital form.

2) Abstracts are useful in a number of ways. Some of the uses are given below:
   i) They facilitate the selection of papers to be read by a researcher. Due to the huge output of literature in science and technology and many other areas of knowledge, it is not possible for the researchers to keep them abreast of the developments in their field by going through a few journals accessible to them.
   ii) They remove the language barrier to a great extent as has been pointed out already.
   iii) In many cases an informative abstract eliminates the need for going through the original article.
   iv) For writing review articles, digest, preparation of class notes for Masters and M Phil classes, etc. abstracts are of great use.

3) For this purpose systematically I will follow the procedure given below:
   i) I will read the introductory paragraphs of the paper carefully. Usually these paragraphs provide information about the objectives, scope, hypotheses (if any) of the study. If this is not a research paper even then introductory paragraphs provide some information which prove to be valuable for writing the abstract.
   ii) Many papers include author abstracts. Sometimes the author abstract with a little bit of modification can be shaped into a good abstract. If an author abstract provides a long introduction before describing the actual study, I will just leave out the introduction and take the remaining part for the abstract.
   iii) The summary and the conclusion given at the end of the paper generally reveal the author’s findings and recommendations, if any. Hence, I will note them.
   iv) I will scan the text for finding out the methodology, materials and/or equipment used, useful data, and any other valuable information.
   v) I will mark the important phrases and passages and note the useful information in the margin.

4) The components of a digest are: title, author, abstract, keywords, body of the text, graphics, conclusion and references.
   i) Title – If the original article and the digest are in the same language then the original title will be retained in the digest. If they are different, then the digest will have the translated title. In a multiple-source digest, the author will have to provide the title.
ii) **Author** – In a single-source digest, the name of the original author is to be given. In a multiple-source digest, the writer of the digest will be the author.

iii) **Abstract** – Usually, an informative abstract will be provided.

iv) **Keywords** – All relevant keywords will be provided.

v) **Body of the Text** – In the body of the text, there will be sections with headings. Headings should reflect the intellectual content of the section.

vi) **Graphics** – Tables, charts, diagrams, photographs, etc. may be added as per the need. In technical digests formulas, tables, charts, diagrams, photographs, etc. are added as and when necessary.

vii) **Conclusion** – Depending on the need conclusion may be added.

viii) **References** – References are to be given as they are given in a research article.

5) First of all, relevant items will be selected by scanning the newspapers, magazines, etc. Once this process is over, all the items will be clipped taking care that on each item the location is mentioned. All the clippings will be pasted in the next stage. After pasting, the subject headings and locations will be recorded. All the clippings are now ready for distribution which will be done according to the user profile.

### 3.7 KEYWORDS

**Abstracting Periodical** : An abstracting periodical is a periodic publication having a fixed frequency which may be monthly, quarterly, etc. It contains bibliographical details of a document along with its abstracts which are arranged in some systematic order.

**Abstracting Service** : An abstracting service is generally a bibliographical service (in many cases commercial) that provides bibliographical details of a publication along with the abstract of the same. Usually it appears in the form of an abstracting periodical either in printed or digital form. The service also brings out by-products (indexes etc.) of the periodical.

**Clipping** : A page, piece of a page, or pages cut or torn from a printed publication, usually from a newspaper or magazine, by a person who wishes to save an article, editorial, letter to the editor, photograph, cartoon, etc. [Reitz]

**Clipping Service** : A service, usually performed in a special library, in which news announcements, articles, photographs, and other items of interest to the host organization are clipped from current periodicals and news services on a daily or weekly basis to be forwarded to appropriate
personnel within the organization, based on pre-established interest profiles [Reitz]. The service is provided by not only special libraries but also other libraries like university libraries.

**Digest**

: A digest is a condensed form of a previously published material, such as an article, a book, an essay, and the like. Quite often, they are longer than the longest abstract. Some digests look like a review article.

**Digest Service**

: A service based on digests. The service quite often takes the form of a periodical, a book, etc.

### 3.8 REFERENCES AND FURTHER READING


