NATIONAL UNIVERSITY OF SCIENCE AND TECHNOLOGY

FACULTY OF COMMUNICATION AND INFORMATION SCIENCE

DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE

<u>BACHELOR OF SCIENCE (HONOURS) DEGREE IN LIBRARY
AND INFORMATION SCIENCE</u>

PART II FIRST SEMESTER JANUARY 2013 EXAMINATIONS

ILI 2106: INDEXING AND ABSTRACTING

TIME: 3HOURS

<u>**Instructions to candidates**</u>
1. Question **number 1 is compulsory.**
2. Answer four (4) questions in total.
3. Each question carries 25 marks.
4. Importance is attached to accuracy, clarity of expression and legibility of handwriting.

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1. Read the abstract on page 2 and answer the following questions:
    i.   Identify the abstract type and discuss its characteristics showing the type of documents for which it is most appropriate.   [20 marks]

    ii. Indicate the extent to which the abstract differs from a modular abstract.   [5 marks]

2. An analytical index is not just a list of keywords. Critique this statement with reference to the different methods of automatic indexing.   [25 marks]

3.1 Discuss the relationship between exhaustivity and specificity as concepts in indexing.
                                                                                [10 marks]

3.2 Discuss, with examples, the effectiveness of using titles as substitutes for subjects in subject indexing.   [15 marks]

4. Explain with illustrations, how a chain index differs from a KWIC index, showing the advantages and disadvantages of each.   [25 marks]

5. As a new library intern, you are requested to develop an information retrieval tool that you consider most appropriate for the centre. Describe, with illustrations based on a subject area of your choice, how you would go about developing the tool.   [25 marks]

6. Choose any one (1) society of indexers or an indexing service that you have studied and discuss its purpose, work and the impact of that work.   [25 marks]

A knowledge Management Approach to Understanding Ethical Knowledge in Public Relations

Abstract

This study aims to explicate the characteristics of ethical knowledge according to a knowledge management theoretical framework that conveys ethical knowledge as a form of tacit knowledge that is personal, subjective, intangible, and difficult to communicate to others. It is based on a survey of 350 public relations practitioners in the USA. The findings show that ethical knowledge in public relations, as a professional construct, is tacit only to the extent that it is a personal body of knowledge grounded in individual actions and experiences, but it is explicit in that it is tangible and could be communicated and shared in the work place. Age, work experience and the number of ethics courses taken in an individual's public relations career are some of the significant determinants shaping the public relations practitioners' conceptualisations of ethical knowledge. The study reinforces the importance of a holistic approach to ethics, where structured and formal training programmes and codes of ethics are supported directly by a congruence between formal initiatives and public relations professionals' personal values.

By explicating the characteristics of ethical knowledge and its implications on knowledge transfer of ethics in public relations, and in understanding the determinants shaping public relations professionals' conceptualisation of ethical knowledge, this study offers an empirical contribution to an area of study that has received mostly normative and philosophical discussion.

THE END