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Summaries

BRÉM, Zs. – DUBNICZKY, Zs.: 21st century: environmental sustainability in libraries..... 403

Sustainability and green thinking have become an issue of general interest by our days, and these efforts constitute a major task and responsibility for institutions mediating information. In the future, those libraries will succeed which correspond to human ecological considerations as well, are environmentally conscious, and prefer sustainable thinking. Institutions in favour of this principle and spirit are called green libraries. They are built according to the certification standards on green buildings on the one hand, and incorporate sustainability and human ecological approach into their operations, on the other. To be qualified as a green library several criteria have to be met; these relate to the institution, its building, location, collection, vision and services. If only part of these criteria can be integrated into the everyday life of the institution, the term „a library of green nature” is justified. In addition, there is a difference between a newly built library’s green nature and an existing library building becoming green or greener – the latter being especially interested in solutions regarding energy conservation, waste collection and paper usage. In addition to sustainability and developing green collections, libraries play an important role in green education, whose effectiveness increases – as the Singapore Children’s Library’s example proves it – with starting it with the possibly youngest age group.

GARAMVÖLGYI, L.: Library websites and catalogues optimized to mobile devices. Experience from the National Széchényi Library..... 431

Smart mobile devices are spreading widely, however, content is adapted rather slowly to these “new” devices in the library world. There are, of course, progressive developments, but it can be said in general that even large libraries are just testing relevant applications. This attitude cannot be maintained for long, as many people are questioning the necessity of libraries in the future. It is important that our latent, potential and existing users should be aware that libraries do not constitute a dying branch of education, but an evolving area which wishes to meet the changing needs of users in the digital world as well. It is desirable that libraries start the application of mobile devices with making their website and catalogue accessible, and continue with optimizing their digital collection(s). The article analyses primarily mobile websites and catalogues in more detail, to encourage and inform those wishing to take first steps in this field.

Proposals from Szeged to the title „The young librarian of the year 2014”

KECSKEMÉTI, G.: Evolution of the circulation policy and guide of the Klebelsberg Library at the University of Szeged 444

The evolution of a library’s circulation policy rarely constitutes the subject of scholarly studies. The primary goal of the present work was to review available information in terms of the reasons for and the historical background of particular changes leading to the current circulation policy of the Klebelsberg Library at the University of Szeged.

MOLNÁR, S. : Journal digitization projects in Szeged 448

The Klebelsberg Library at the University of Szeged has been engaged in providing digitized copies of journals for more than 15 years. A current project deals with the digitization of Délmagyarország, the city’s oldest daily. The article presents the complete workflow of digitization, from holdings assessment to opening the service.

NAGY, Gy.: Digitization and provision of newspapers in the world and in Hungary. The case of the daily Délmagyarország 453

Recently, the digitization of newspapers has become a hot topic, because some archives have been set up in Hungary as well. This article reports about the newspaper as a special type of document, the largest foreign and Hungarian newspaper archives, and presents the birth and functioning of the Délmagy Archív database.

PUSKÁS, M.: Information graphics in the library. A traditional–new possibility in information 456

The article presents how and why visual information, that has always been present along the evolution of humanity, can gain increasing ground now, in the early 21st century. In information services visualised information might be a more effective way of arousing readers’ interest.

CSENGŐDI, E.: Library PR, behind the owl. Marketing communication and PR activities at the Klebelsberg Library of the University of Szeged 469

In the present essay, marketing and PR strategies are reviewed which are routinely used in the business sector and can be applied to the non-business sector as well, especially in terms of library target groups. An analysis of communication practices regarding programmes and events may critically reflect on our practices, and may suggest optional routes and possible future solutions. Since marketing and PR are not separated either in our daily practice, or conceptually, the two areas are discussed together. To preserve our values and to deliver our messages to existing and potential users we should be creative and proactive. This is basically not a financial issue, but we must change our and our whole institution’s approach. The entire PR and marketing strategy should be flexible in order to face future challenges.