

MLIS/1/CT/03 Unit-2

IN HOUSE JOURNAL

RAJA RAM BHAT
ASSISTANT LIBRARIAN
UCSSH, MLSU

IN-HOUSE JOURNALS

In-house journal is a serial publication issued by an industrial, commercial, public service or a similar organization to inform the public of its performance and style of functioning. It also serves as a medium to know the reaction and opinion of the public about its performance. For an organization, the public consists of its employees, customers, dealers, retailers of its products, its shareholders, and the government that have social control over it.

- The **functions** of the house journal are to:
 - ❖ Improve business and industrial relations;
 - ❖ Keep employees and customers in the picture;
 - ❖ Serve as useful platform for communicating management's views;
 - ❖ Promote and enhance the image of the management as well as of the organization among its employees and customers; and
 - ❖ Provide an objective news service

Types of House Journals

There are three broad **categories** of house journals –

1. **Internal**: Internal house journal is published for employees or members of the organization,
2. **External**: external house journal is brought out for customers or potential customers of the organization.
3. **Combinations of both**. Where as Combination publications try to do both.

Contents of a House Journal: The contents of the house journal vary with the type of house journal.

The **internal house journal** which is produced for a company's personnel with the intention of creating a sense of community within its organisation, acts as a newspaper within the company. It carries news of social and sporting events, personnel changes, feature articles by employees, news of welfare measures, incentives, bonuses, etc. Internal house journals have little value as a source of technical information.

The external house journals based on their information contents, can further be broadly divided into three categories. The first category is that of 'prestige' publication and can be equated in almost every respect with a standard technical journal.

The second category of external journal is like that of a magazine, which is meant for promoting the products of the company. This publication carries information about the products and services of the company without any technical details.

The third category of external house journal is similar to a trade catalogue. This publication provides descriptive accounts of company's newly launched products, processes, materials or services.

Characteristics of House Journals:

- ❖ They are produced by the sponsoring organisation for enhancing the image of the organisation and for promoting its products and services.
- ❖ They are usually distributed free to the employees and potential customers.
- ❖ Financial support is provided through budget allocation by the sponsoring organisation.
- ❖ They carry no advertisements except that of the sponsoring organisation.
- ❖ They are printed on good quality art paper and are usually colourful and attractive.

References:

1. <http://egyankosh.ac.in>
2. Encyclopaedia of Britannica, v.8, p.661,1768.
3. Krishan Kumar ,Reference services, 4th rev. ed., 1991.
4. Pauline. Handbook for information systems and Services. Paris: UNESCO, 1977.