Dress code of the librarians and community respect: The impact of clothing on the self-image of librarians in state Universities of Sri Lanka: A Case study

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Dress code is one of the important parts to build a self-impression of the librarians. For reflecting the professional appearance or the socio psychological impact of clothing, the librarian needs to be clean, fit and simple keeping the traditional look of their own country shows the national identity. This study mainly focuses on examining the nature and value of the dress code of the librarians that influences on their self-image, which imbued of high respect, exposure of national values and the culmination of the intelligence. Survey method applied for the research and the sample was comprised of librarians of the 15 Sri Lankan state universities. The study reveals that dress codes are an identity and they reflect for self- image and its proper time for librarians to consider their dress code wear at work. The Librarian's dress varies from country to country and it is a symbolic language to make interactions between the community and the librarian. In addition, the librarian dress code should not contain with piercing such as; jewels, religious/ political symbols, fancy accessories and outfits, which deemed not to be a professional librarian. University librarians do focus on good etiquettes and well-mannered behavior that explore the decency and simplicity, attractiveness, ethically and culturally accepted professional smart dress is suitable for an academic librarian. Among the Sri Lankan university librarians, it is likely that female librarians wear Kandyan and/ Indian saree while male librarians wear national/ shirt and trousers. The study concluded that the dress expresses the person's life-style and simple elegant dress suits for the designation and to save the dignity within the community and the dress code promotes the marketing communication of a library. This study recommended that a librarian should not follow the concept of uniformity in wearing the dress, but it is necessary to consider about demographical aspects and the situation of the region or the particular country in line with certain library policies, procedures and programmes.

Keywords: Dress code; University libraries; Self- image; National identity; Professional image;   Socio-psychological impact

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