

Collection Policy: Digital Media and Journalism Program

Last reviewed December 2014

Purpose

The Collection Development policy is used as a guide to shape relevant collections and to ensure consistency in collection development. The decision to purchase library materials is primarily the responsibility of the Liaison Librarian in consultation with faculty in the Department.

This policy has been developed by Deborah Wills, the Liaison Librarian, in cooperation with and endorsed by Sue Ferguson, Faculty Library Liaison and coordinator of the program.

Collection Focus

- The collection supports teaching, study and research on a broad level for the Honours B.A. program in Journalism. There are four main areas of concentration:
 - ◆ Digital and social media
 - ◆ Print journalism
 - ◆ Public relations and political communication
 - ◆ Political economy of media

Collection Scope

- **Language:** Works written in English are preferred. Translations into English of major texts are selected.
- **Place of Publication:** No specific limitations.
- **Dates of Publication:** Emphasis is placed on newly published works.
- **Chronological Period:** The contemporary period is emphasized.

Geographical Areas: Priority is given to works with a North American focus. There is also an emerging interest in journalism and development.

- **Publishers:** Academic, scholarly and university publishers are emphasized.

Types, Formats, and Readership of Materials Collected

- Materials with academic-level readership are emphasized. Professional

materials with a theoretical or critical focus are considered.

- Web-based formats for reference sources, journals and indexing sources are preferred. Print and microform are considered for reason of cost, availability, expected use or long term access.
- Single copies of books in electronic formats are generally selected, especially if the title is a compilation of essays or of interest to users at multiple Laurier campuses. Duplication of print across Laurier campuses is generally avoided.
- Excluded types include textbooks, abridgements, study aids, limited editions, works by vanity presses, reprints and partial contents (eg. single issues of journals, electronic versions of single chapters of books).
- Theses, dissertations, symposia, conference proceedings and audiovisual media are collected with a high degree of selectivity.

Subjects Collected and Collecting Priorities

Call numbers for items in Journalism are spread throughout the Library of Congress schedule. The LC ranges below represent particular areas of interest.

Other notable keywords to be used in conjunction with journalism:

political economy, development, post-conflict, emerging, third world economies, culture, citizen, religion, theory, democracy, alternative, internationalization.

Collecting priorities are categorized into 3 levels:

- A=highest emphasis. The collection includes major published materials required to support the core teaching and research at the highest degree level offered by the Department.
- B=secondary emphasis. The collection includes a selection of materials to complement the discipline as a whole, although it may not be a primary focus for courses. This level is also used to identify other departments that may have identified aspects of this area as something of highest emphasis
- C=selective emphasis. Materials, including reference materials and basic journals and indexes are collected to introduce and define an area

Subjects Collected	Classification	Collecting Priority
Religion and Media	BV 652.97	A
Journalism and public relations	HD 59	B
Sociology: mass media aspects	HM 1206-1220	A
Propaganda	HM 1231	B
Political communication	JA 74-86	A

General law: mass media aspects	K1-7720	C
Federal law: mass media aspects	KE 1-9450	C
U.S. law: mass media aspects	KF 1-9827	C
Copy editing/copyreading	PN 162; PN 4784 C75	A
Journalism. General works. Theory, scope, influence, etc.	PN 4731	B
Public journalism	PN 4735 - 4748; 4759	A
Journalism – social aspects	PN 4749	A
Journalism – political aspects	PN 4751; P95.8	A
Journalism and art	PN 4762	C
Print journalism	PN 4775	B
Editing	PN 4778	C
Reporting, correspondence	PN 4781	B
Broadcast journalism	PN 4784 B75	B
Column writing	PN 4784 C64	B
Editorial writing	PN 4784 E28	B
Electronic news gathering (visual journalism)	PN 4784 E53; PN 4833	B
Feature writing	PN 4784 F37	B
Interviewing	PN 4784 I6	A
Online journalism	PN 4784 O62	A
Radio journalism	PN 4784 R2	C
Journalism research	PN 4784 R35; PN 4729	A
Journalism: critical writing	PN 4784 R4	A
Sports journalism	PN 4784 S6	C
Technical journalism	PN 4784 T3	C
Television journalism	PN 4784 T4	B
Journalism. Study and teaching	PN 4785	A
Journalism as a profession	PN 4797	A
Literary journalism	PS 366	A
American Literature: mass media aspects	PS 374	C
Science communication	Q 1-390	B
Photojournalism	TR 820	C
Sabotage	UB 273-279	C
Censorship (freedom of the press)	Z657 – Z659	A

Related Programs and Support

Many materials selected for Communications Studies also support the Journalism program. The collection supporting the Media Studies program at Guelph/Humber is also relevant for Journalism.

Consortial purchases with the TriUniversity Group of Libraries (Guelph, Waterloo, Laurier university libraries), with the Ontario Council of University Libraries, and on a national level, are pursued.