

## **Collection Policy: Communication Studies**

Last reviewed September 2012

### **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 Collections Librarian in consultation with faculty in the Department.

This policy has been developed by Deborah Wills, the Collections Librarian, in cooperation with and endorsed by Greig de Peuter, Faculty Library Liaison and Penelope Ironstone, Department Chair.

### **Collection Focus**

To support teaching, study and research up to the Honours B.A. and M.A. programs. There are three main areas of concentration:

- 1) Communication History and Theory
- 2) Visual Communication
- 3) Global Communication and Media

Generally, materials in the area of the practice of journalism, public speaking and sociolinguistics are not collected. Materials for Communication Studies are supported by collections in other disciplines, such as English and Film Studies, Anthropology, Political Science, Sociology and Psychology.

The collection contributes significantly to the Honours B.A. program in Cultural Studies, which has a broad focus on text, image and sound, and to the M.A. in Film Studies. It also contributes some material for the Honours B.A. in the Global Studies program, committed to the understanding of intercultural encounters, and to the Honours B.A. in North American Studies, offered in combination with another Honours B.A. program.

### **Collection Scope**

*Language:* Works written in English are preferred. Translations into English of major texts are selected.

*Place of Publication:* Priority is given to materials published in North America and Europe. English-language texts from other regions are also considered.

*Dates of Publication:* Emphasis is placed on recently published works.

*Chronological Period:* Time periods studied range from prehistory to the present, with emphasis on the contemporary period.

*Geographical Areas:* Materials relating to both western and non-western cultures are collected.

*Publishers:* Academic, scholarly and university publishers are emphasized. Popular trade publishers specializing in communication material are considered.

### **Types, Formats, and Readership of Materials Collected**

- Materials with academic-level readership are emphasized.
- 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 print formats are generally selected. Web-based formats are selected on a title by title basis, especially if the title is 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, writings aimed at a juvenile audience, reprints and partial contents (eg. single issues of journals, electronic versions of single chapters of books). Generally, non-scholarly publications, such as popular magazines, are avoided unless used as primary sources of study.
- 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 Communication Studies 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 *communication*:

Primary: communication, cyberculture, symbol, network, global culture, popular culture, expression, art, international, media archaeology, surveillance, digital culture, digital media, race, gender, mobility, discourse, semiotic, textual, printing, visual, image, representation, culture, mediate, globalization, diaspora, migration, political economy, health, social media, internet, web, music, visual communication, picture, sound, design, media, message, medium, intercultural, ICTs (information and communication technologies), risk, language, rhetoric

Secondary: identity, policy, society, ideology, transnational, hegemony, territorial, border, intellectual property, cyberspace, photography, film, politics, position, activism, layout, technology, satellite, cable, television, telephone, typewriter, type, print, copy, create, user-generated content, virtual worlds, ethnography, content analysis, Cancon (Canadian content), development, electronic, e-commerce.

Collecting priorities:

**A:** highest emphasis

**B:** secondary emphasis

**C:** selective emphasis

<b>Subjects Collected</b>	<b>Classification</b>	<b>Collecting Priority</b>
Intercultural Communication	GN 496	A
Political Economy and Communication	HC 79	A
Satellites in Telecommunications	HE 9719	B
Radio & Television Broadcasting	HE 8689 – HE 8700.9	C
Cultural Studies	HM 101	B
Communication & Society	HM 258	A
Propaganda	HM 263	B
Mass Media & Society	HN 90 M3	A
Political Communication	JA 85 - JA 85.2	A
Visual Literacy	LB 1068	A
Music & Communication	ML 3470	B
Popular Music	ML 3469 – ML 3541	B
Art & Communication	N 71 – N 72	B
Art & Popular Culture	N 7429.5	B
Art & technology	NX 180 T4	B
Visual Culture	NX 458 – NX 549	A
Communication and Mass Media	P 87 - P 95	A
Visual Communication	P 93.5	A
International Communication	P 96	A
Semiotics	P 99	B
Nonverbal Communication	P 118	B
Literacy & Communication	P 211	B
Discourse Analysis	P 301 – P 302	A
Translating & Interpreting	P 306 – P 310	A
Connotation	P 325.5	A
Rhetoric	PN 173 – PN 175	C
Broadcasting (radio and television)	PN 1990 – PN 1992.95	B
Film & Communication	PN 1995.9	B
Journalism	PN 4699- PN 5650	C
Computers and Society	QA 76.9 C66	B
Satellite Technology	TK 5101 – TK 5104	C
Internet Technology	TK 5105	C
Radio Technology	TK 6540 – TK 6571.5	C
Television Technology	TK 6630 – TK 6720	C
Photography & Communication	TR 15 – TR 183	B
Photojournalism	TR 820	B
Cinematography	TR 845 – TR 899.5	C
Printing and Communication	Z 278	A
Graphic design	Z 246 – Z 250	C

### **Related Programs and Support**

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

The University of Waterloo provides a strong collection for Speech Communication, Film Studies, Social Development and Management Sciences, as well as English and Sociology. Guelph-Humber supports a program in Media Studies.