

Collection Development Policy, Communications

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COMMUNICATION COLLECTION DEVELOPMENT STATEMENT

Subject Librarian: Richard H. Harrison II

Date: April 2015

Collection Purpose

Communication is highly interdisciplinary in nature and draws upon the methods and content of both the humanities and social sciences. The primary purpose of the Communication collection is to serve the learning, instructional, and research needs of the students and faculty in the Nicholson School of Communication, as well as all UCF students and faculty, especially those in the humanities and social sciences, such as English, Film, Digital Media, History, Psychology, Sociology, Theatre, and Women's Studies.

The School offers a variety of courses blending both practical skills and philosophical foundations in mass and interpersonal communication. The school offers the following degrees and minors:

Graduate Programs

M.A.: Interpersonal Communication

M.A.: Mass Communication

Undergraduate Programs

B.A.: Advertising and Public Relations

B.A.: Communication and Conflict

B.A., Minor: Human Communication

B.A., Minor: Journalism

B.A.: Mass Communication

B.A.: Radio and Television

Minor: Mass Communication

Collection Description

Monographs

Included in the call number ranges listed below are books dealing with such topics as oratory, elocution, rhetoric, discourse analysis, journalism, broadcasting, advertising, conflict management and mediation, public opinion, political communication, mass communication, interpersonal communication, media studies, organizational communication, drawing and graphic design, and copyright and censorship.

Journals and Databases

The UCF Libraries subscribe to many scholarly journals either in print or through and number of online databases. Core Communications journals held include *Advertising Age*, *American Journalism Review*, *Broadcasting and Cable*, *Columbia Journalism Review*, *Communication Arts*, *Communication Quarterly*, *Communication Research*, *Convergence: The Journal of Research into New Media Technologies*, *Conflict Resolution Quarterly*, *Critical Studies in Media Communication*, *Discourse and Society*, *Editor & Publisher*, *Harvard International Journal of Press/Politics*, *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Broadcasting and Electronic Media*, *Journal of Communication*, *Journal of Conflict Resolution*, *Journal of Mass Media Ethics*, *Journal of Popular Film and Television*, *New Media and Society*, *The News Media and the Law*, *Newspaper Research Journal*, *Nieman Reports*, *Online Journal of Peace and*

Conflict Resolution, Quarterly Journal of Speech, Television Quarterly, Variety, Visual Communication, and the Western Journal of Communication.

Among the major databases available that support Communication are *ABI/Inform, Academic OneFile, Academic Search Premier, Art Full Text, Business Source Premier, Communication Abstracts, Communication and Mass Media Complete, Film and Television Literature Index, LexisNexis Academic, Linguistics and Language Behavior Abstracts, MLA International Bibliography, Philosopher's Index, PsycINFO, SAGE Full-Text Collections: Communication Studies, Sociological Abstracts, and Web of Science.*

Collection Guidelines

Chronology: Emphases/Restrictions

All periods. Materials on recent developments in communications legislation and in technology – such as multimedia and the Internet – are collected actively.

Languages: Emphases/Restrictions

Most materials are in English.

Formats: Emphases/Restrictions

Books, monographic series, e-books, e-book packages (e.g., Oxford Scholarship Online), and databases account for most of the material acquired. Dissertations are collected generally only by request.

Geography: Emphases/Restrictions

There are no restrictions on geographical coverage, but the primary emphasis is on Europe and North America.

Publication Dates

No restrictions, but emphasis is on current material. Older material is purchased selectively to fill gaps in the collection.

Subjects Collected and Collecting Levels

Key to Levels: 0= Libraries do not collect; 1= Minimal level; 2=Basic information level; 3=Instructional support level; 4=Research level; 5=Comprehensive

| Library of Congress Classification and Subject | Existing Level | Desired Level |
|--|----------------|---------------|
| HD 42: Conflict Management | 3 | 3 |
| HF 5401-5541: Marketing, Distribution | 4 | 4 |
| HF 5717-5746: Business Communication | 4 | 4 |
| HF 5801-6182: Advertising | 4 | 4 |
| HM 1126: Conflict Management | | |
| NC 1-1940: Graphic Arts (General), Drawing, Design | 4 | 4 |
| P 1-1099: Philology, Linguistics | 4 | 4 |
| PN 1990-1992: Broadcasting | 4 | 4 |

| | | |
|--|---|---|
| PN 4001-4355: Oratory, Elocution | 3 | 4 |
| PN 4699-5650: Journalism and the Periodical Press | 4 | 4 |
| PN 6121-6146: Collections of Orations, Letters, Essays | 2 | 2 |
| Z 116-550: Printing | 3 | 3 |
| Z 551-661: Copyright, Intellectual Property | 2 | 3 |

Subjects Excluded

Communication as it is taught at UCF does not usually include the highly technical and engineering aspects of communication systems.

Cooperative Arrangements and Related Collections

The UCF Libraries have resource sharing agreements with several state, regional and national consortia: the Florida Virtual Campus (FLVC), the Association of Southeastern Research Libraries (ASERL), and the Center for Research Libraries (CRL). The primary resource sharing service is Interlibrary Loan.

Collection Management Issues

Replacement

Any book lost or stolen will be considered for replacement. The title may be ordered directly from the Collection Development replacement budget fund at the discretion of the Head of Acquisitions and the Collection Management if the title is essential to the collection. Outdated or superseded editions will not be reordered unless there is a specific need.

Retention/Deselection

The decision to dispose of certain items takes into account such factors as past circulation, date of publication, nature of the material, and the judgment of interested faculty members as to the continued usefulness of the material to their subject areas. Outdated, unused, and no longer reliable materials are removed from the collection. Deteriorated materials can be repaired, replaced, or discarded. Periodicals will be weeded when the Libraries have only fragments of a title, which do not justify the cost of completing the run with an alternative format; a title has not been subscribed to for more than ten years and its value is not apparent; a title has not been currently subscribed to for at least five years and the related programs have been discontinued; or a title has been replaced by electronic access (or a different form of electronic access) and its retention is no longer necessary or advisable.

Out-of-Print Acquisition

As with other acquisitions, out-of-print titles will be acquired if there is a clear need to have the specific item in the collection and the price is reasonable.

Preservation

The Subject Librarian will consult with Technical Services on all matters relating to the care, repair, and safekeeping of all circulating library materials regardless of format type. Preservation issues of importance include maintaining existing materials (e.g., rehousing, rebinding, repair, conservation, media transfer); deacidification of selected titles, whole collections, or partial

collections; reformatting materials to microfilm or digital images; and questions related to gifts-in-kind that may require preservation attention before materials are added to the collection.