Collection Development Policy
Tampa Library
College of Arts and Sciences – Mass Communication

Statement of Purpose and Library Needs:

Mass communications is an interdisciplinary field grounded in the practice of journalism, broadcasting, advertising, and public relations as informed by the theory and research methodology of the social sciences. Classes at the undergraduate level focus on teaching the basic tools of practice in the four areas of specialization. At the graduate level, the focus is on the theory that informs good mass communications practice. Graduate tracks are offered in journalism, mass communication studies, and public relations. Both levels require extensive background in the liberal arts as their basic academic foundation.

The library strives to develop and maintain a collection that satisfies the need for resources that support the undergraduate and graduate curriculum in mass communications, and that also meet the research needs of graduate students and faculty. Current areas of research interest include advertising methodology/psychology, agenda setting by media, comparative media studies, international advertising, international media, mass media and society, media ethics, media law, media history, "new media" (computer-based), public relations management and theory, and sports and the media.

I. COLLECTION AREAS

A. Area: Mass Communications

B. Classes and Levels

The collection is evaluated using the following codes:

3a: Basic study or instructional support level. Supports lower-division undergraduate courses.

3b: Intermediate study or instructional support level. Supports advanced undergraduate course work, but not master's degree programs.

3c: Advanced study or instructional support level. Supports master's degree-level programs.

<table>
<thead>
<tr>
<th>L.C. Class</th>
<th>Description</th>
<th>Current Collection</th>
<th>Collection Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD59</td>
<td>Public Relations Practice</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>HE8662-HE8700.95</td>
<td>Broadcasting Industry</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>HF5801-HF6182</td>
<td>Advertising</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>HM258-HM263*</td>
<td>Social Psychology of Communication, Public Opinion, and Public Relations</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>K4285-K4343, KF2750-2849</td>
<td>Media Law</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>P96-P98</td>
<td>Communication and Mass Media</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>PN1990-1992</td>
<td>Broadcasting</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>PN4699-PN5660</td>
<td>Journalism</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>QA76.76.H94, QA76.76.I5</td>
<td>Hypertext, Interactive Multimedia</td>
<td>3b</td>
<td>3c</td>
</tr>
<tr>
<td>TK5101-TK5104</td>
<td>Telecommunications</td>
<td>3c</td>
<td>3c</td>
</tr>
<tr>
<td>TK6540-TK6571</td>
<td>Radio</td>
<td>3c</td>
<td>3c</td>
</tr>
</tbody>
</table>
The Library of Congress has recently changed this number range to HM1206-HM1241.

C. Scope of Coverage:

Chronological guidelines:

Although material covering any chronological period is collected when relevant to user needs, emphasis is placed on works covering the post-1800 era.

Geographical guidelines:

There are no geographical limits governing the selection of materials in this discipline.

Publication data guidelines:

Current works are of primary importance. Retrospective publications will be purchased on a more selective basis.

Languages:

The primary language of acquisition is English. Works in other languages are generally not collected unless specifically requested. English translations of foreign language works will be collected.

D. Types of Materials Collected:

Treatment of subject:

The bulk of the collection is research or professional material. Advanced texts in mass communications, biographies, and popular works are acquired selectively. Both scholarly and professional journals are acquired, as well as selected law reviews in the field of media law.

Format:

Print resource prevail, but electronic formats are becoming increasingly important. Some newspapers and reference works are available in full text on CD-ROM, and more print monographs are being accompanied by CD-ROMs or diskettes. Major metropolitan newspapers around the world and many professional publications in the field are available electronically in full text through aggregator databases, and electronic reproductions of scholarly journals are continually added to the Virtual Library. (Cancellation of a print subscription for which there is an electronic, full text equivalent is encouraged and will follow the guidelines set forth in the document Selection of Resources for the Virtual Library.) Audio-visual materials are acquired on a very selective basis.

II. ACQUISITIONS STRATEGY

Materials for the School of Mass Communications are selected by the collection development librarian assigned to the School, with priority given to faculty requests. The library maintains a well-established approval plan for most trade and professional presses of interest to the School, and can place orders for society publications not covered by the approval plan. Retrospective purchases are done at faculty request or to replace items lost through theft or damage. Since funding is very limited for new subscriptions, access to articles in journals that
are not owned by the library is routinely handled through fee-based document delivery services and interlibrary loan. Articles may also be available electronically. The library encourages faculty to periodically review their journal subscriptions and to cancel titles that are no longer of interest or value. The library occasionally receives donations of journals and monographs from faculty and the community. When it is appropriate to do so, donated materials are added to the collection. The library is also a depository for U.S. government publications and receives material relevant to mass communications from such agencies as the Federal Communications Commission and the Federal Trade Commission.

III. COLLECTION NOTES

Theses and dissertations from other institutions are generally not collected unless they are specifically requested by a faculty member. The library will obtain bound copies of USF master's theses in mass communications. Journal backfiles will be acquired where appropriate.

Approved 3/6/01

Barbara K. Petersen, Ph.D. /School of Mass Communications representative

Brian Falato /Library liaison