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# Communication Studies Collection Development Policy

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## **Communication Studies Collection Development Policy**

University Libraries, University of Nebraska-Lincoln

Signe Boudreau, Communication Studies Liaison Librarian, November 2009

Approved: CDC, January 6, 2010

### **I. GENERAL ACADEMIC PROGRAM INFORMATION**

The communication studies collection supports the teaching, research and service activities of the entire university community. Its primary audience is the faculty, staff, and students of the Communication Studies Department in the College of Arts & Sciences. Its primary focus is support for the undergraduate and graduate curricula for communication studies. Research needs of faculty and students are supplemented through Interlibrary Loan. The collection focuses on works related to intercultural communication, organizational communication, interpersonal communication, instructional communication, and rhetorical and communication theory (classified throughout the Library of Congress B's, H's, and P's). The program also integrates relevant knowledge from diverse fields such as business, education, English, film studies, journalism/mass media, political science, psychology, sociology, and theatre.

#### **Communication Studies Department**

The Department of Speech and Dramatic Art began in 1940 as an umbrella unit encompassing Speech Communication, Theatre Arts, Speech Pathology and Audiology, and Radio and TV. In 1945, the Department submitted a request to offer an MA degree and the first Master's was conferred in 1947. In 1967, the Ph.D. program for the Department was approved and the first doctorate was awarded in 1971. In the 1970's, Speech Communication became its own department and began to add faculty with a social scientific approach to the field. In 1993 the department became the Department of Communication Studies. Since then the Department has been active in the College's initiatives in the areas of family, public discourse, and diversity and human rights.

Communication studies is a humanistic and scientific field of study, research, and application. Its focus is upon how, why, and with what effects people communicate through verbal and nonverbal messages.

The role and mission of the faculty and students of the Department of Communication Studies is to examine human symbolic activity as it shapes and is shaped by relationships, institutions, and societies. This work concerns the creation, analysis, and critique of messages. The department devotes particular attention to understanding the ways in which communication erodes and sustains collaboration within and among local, national, and global communities.

Current faculty research interests include instructional communication, interpersonal and family communication, contemporary rhetorical theory, critical research methods, cultural studies, communication & gender, organizational communication, rhetorical theory, political communication, critical study of contemporary public discourse, and rhetoric & culture. In the Fall 2009 semester there were 194 students enrolled in the major.

### **University Debate and Forensics**

Through the department UNL offers a nationally recognized debate and forensics program of participation in campus and intercollegiate debate, public speaking, and interpretation events.

### **Degrees**

The Department offers courses of study leading to the bachelor, master, and doctoral degrees;

#### **Bachelor of Arts**

The major balances theoretical and critical understandings of communication processes in a variety of cultural contexts. Students experience the study of human symbolic activity as they shape and are shaped by relationships, institutions, and societies. Particular attention is devoted to understanding how communication erodes and sustains collaboration within and among local, national, and global communities.

The minimum number of hours for the major is 34. Required courses include Intro to Communication Studies (COMM 200) and Intro to Research Methods in Communication Studies (COMM 201), Senior Workshop and Assessment (COMM 488) and either Fundamentals of Human Communication (COMM 109), Public Speaking (COMM 209), Debate (COMM 212) or Business and Professional Communication (COMM 286). One or two minors are also required. With the cooperation of the College of Journalism and Mass Communications, the major offers an emphasis program in Public Relations.

Dual registration in the College of Arts and Sciences and in the College of Education and Human Sciences leading to a major in communication studies with teacher certification is also possible.

#### **Master of Arts**

The program is designed to provide an advanced understanding of the scholarly traditions in communication studies; to train students in both social-scientific and humanistic research approaches in order to create proficiency in historical/critical, quantitative, and interpretive/qualitative methods; to develop competent investigators capable of producing communication scholarship of the highest quality; and to foster the creation of teacher-scholars and practitioner-researchers who respect the discipline's pluralism and follow the highest standards of ethical conduct.

The Department of Communication Studies offers the M.A. degree in four areas of concentration: instructional communication, interpersonal communication, organizational communication, and rhetoric and culture. Three specializations are available: Great Plains Studies, Women & Gender Studies, and Marketing, Communication, and Advertising (see below). A student may select one of three options for the Masters program:

- Option I (Thesis)
- Option II (Comprehensive Exam)
- Option III (Independent Project)

**Master of Arts Interdisciplinary Program in Marketing, Communication Studies and Advertising (MCA)**

The MCA specialization is a collaborative program by the Colleges of Business Administration, Arts and Sciences, and Journalism and Mass Communications. The program consists of a major (a minimum of 18 hours in one area) and two minors of 9 hours (the other two areas). Required courses include: ADVT 881 Advertising and PR Research; ADVT 884 Advertising Management; GRBA 813 Managerial Marketing; MRKT 830 Strategic Issues in Marketing Communication; COMM 852 Communication and Culture; and COMM 886 Organizational Communication.

**Doctor of Philosophy**

The Department of Communication Studies offers the Ph.D. degree in four areas of concentration: instructional communication, interpersonal communication, organizational communication, and rhetoric and culture.

The department is committed to the integration of these areas of study. Each doctoral student develops a major and a secondary area built of courses inside and outside the department. Rhetorical/critical, quantitative, and qualitative/interpretive methodological research tracks are offered. Students may take an emphasis in Women's and Gender Studies or Great Plains Studies.

Applicants for this degree have met the minimum requirements for the masters degree. A student's plan of study contains a minimum of 90 hours, including a maximum of 30 hours transferred from the Masters program. The remaining requirements include 12 credits (minimum) in a primary area, 9 credits (minimum) in a secondary area, and 15 credits of research methods. Two research tools are required.

**Library Collection**

To support the curriculum and research efforts of the Communication Studies department, the library collection offers a wide range of materials related to intercultural communication, organizational communication, interpersonal communication, family communication, instructional communication, and rhetorical and communication theory. Specific areas of growing interest communication and gender, health communication, and digital and social media.

**II. GEOGRAPHICAL COVERAGE**

While emphasis is strongest for United States materials, the Library collects resources for the study of communication worldwide. International communication is an expanding area of the field as the developing world builds communication programs and policy related research.

**III. CHRONOLOGICAL COVERAGE**

The library collection encompasses the modern era of communication and mass media, including the period from the late 19th century to the present, but concentrates on contemporary practice. While the emphasis is on current and emerging topics, materials that focus on historical topics in communication studies are also considered.

#### **IV. IMPRINT DATE**

Recently published items are given preference with some selected retrospective purchasing. Out-of-print materials are sought generally to replace important works damaged or missing from the collection or by special request.

#### **V. FORMAT/TYPE AND LEVEL OF MATERIALS**

Most materials are acquired in the form of monographs (hardbound) and periodicals. Speech communication reference works are collected, including subject encyclopedias, bibliographies, and indexing and abstracting services. Other formats are typically purchased at the request of faculty members with specific research needs.

#### **VI. LANGUAGES**

English is the preferred language of publication. Materials which are published in other languages are acquired as requested by faculty.

#### **VII. CLASSIFICATION AND INTENSITY LEVEL**

(The following are listed by LC Class, Subject, and then by Intensity Level)

|  |          |
|--|----------|
| HD 30.3 Communication in Organizations                     | Research |
| HD 58.7 Organizational Behavior                            | Research |
| HD59 – 59.6/HM 265 Public Relations                        | Study    |
| HF5715 – 5734.5 Business Communication                     | Study    |
| HM1166 – 1169 Interpersonal Communication (social aspects) | Research |
| HM1211 Intercultural Communication (social aspects)        | Research |
| HQ 503 – 1064 Communication in Families                    | Research |
| P94.5 – 94.65 Intercultural Communication                  | Research |
| P94.7 Interpersonal Communication (general)                | Research |
| P96 Communication—Sex Difference                           | Research |
| P99.5 – 99.6 Nonverbal Communication                       | Research |
| P301 -302 Rhetoric/Discourse Analysis                      | Research |
| PN 4001-4355 Oratory, Elocution                            | Research |
| PN 6121-6146 Collections of Orations, Letters, Essays      | Basic    |
| R119 Communication in Medicine                             | Study    |