

# COMMUNICATION ARTS

## COLLECTION DEVELOPMENT POLICY STATEMENT

### I. Purpose and Program Description

#### A. Library Collection Development Objective

The Library seeks to support curricular and research needs in the following general areas of Speech Communication: organizational communication, public relations, public speaking, interpersonal communication, small group communication, intercultural communication, leadership, rhetoric, consulting, the process of information flow through organizations, research methods in communication, debate, nonverbal communication, and language.

#### B. Description of User Groups Supported

The following changes in user population were observed during the five years prior to 2006: new faculty members have been added to the department in the areas of organizational communication, public relations, intercultural communication, and debate. There is increasing emphasis on research by faculty members and students, more professional activity, and greater use of technology in all main areas of speech communication.

#### C. New and Expanding Areas of Interest

New and expanding areas of interest are: intercultural communication, training and leadership in communication skills, electronic presentation technology, and online forms of communication such as the Internet and the World Wide Web.

#### D. Areas of Established Specialization

Areas of established specialization are: communication audits, consulting in organizations, public relations, small group communication, interpersonal communication, public relations, rhetoric, persuasion, research methods, consulting, nonverbal, debate, leadership, and language.

## II. TREATMENT OF SUBJECT DEPTH

### A. Treatment of Subject Depth

The library will collect materials in the following subject areas at the Research Level (4).

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Consulting	4
Debate	4
Intercultural Communication	4
Interpersonal Communication	4
Language	4
Leadership	4
Nonverbal	4
Organizational Communication	4
Persuasion	4
Public Relations	4
Research Methods	4
Rhetoric	4
Small Group Communication	4

### B. Specific Delimitations

**Formats collected:** Formats collected: Annuals and Other Serials—Extensively; Audiovisual-Extensively; Dissertations-Selectively; Electronic-Extensively; Maps-Selectively; Microformat Collections-Selectively; Monographs (Books)-Selectively; Periodicals (Journals, Magazines, etc.)-Extensively; Reference Tools-Extensively; Textbooks-Extensively

**Note:** I disagree on several of their categories. I would Categorize Annuals and Other Serials as Selectively, not Extensively; Monographs (Books) would be Extensively, not Selectively; and Textbooks would be Selectively, not Extensively. Denise Montgomery

**Imprint dates collected:** Current-Extensively; 20<sup>th</sup> Century-Extensively; 19<sup>th</sup> Century-Selectively; Earlier-Selectively.

**Chronological focus:** Chronological focus: Chronological focus: Current-Extensively; 20<sup>th</sup> Century-Extensively; 19<sup>th</sup> Century-Selectively; Earlier-Selectively

**Languages collected:** English-Extensively.

**Place of Publication:** North America-Extensively; Western Europe-Extensively.