

COMMUNICATION ARTS COLLECTION DEVELOPMENT POLICY STATEMENT

I. PURPOSE AND PROGRAM DESCRIPTION

A. Library Collection Development Objective

For Theatre and Dance:

The purpose of this collection is to support curricular and research needs in the following general areas of Theater and Dance: theater and dance history and performance; dramatic literature; stage combat; dramaturgy; applied theatre; drama and dance therapy; the design and history of scenery, costumes, and lighting; technical theater; theatre and arts management; children's theater/theatre for youth; improvisation in theatre and dance; and the impact of performing arts on society.

For Communication and Public Relations:

The purpose of this collection is to support the curricular and research needs in the following general areas of Communication and Public Relations: 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.

For Mass Media:

The purpose of this collection is to support curricular and research needs in the following general areas of Mass Media: telecommunications with emphases on audio, video, broadcast journalism, and international documentary production; electronic media, including the societal and personal impact of media, media law and regulation, business and technical considerations, and general issues of pedagogy and good practice, including history, theory and methods.

B. Description of User Groups Supported

User groups include nearly 700 undergraduate students, about a dozen masters students, and a faculty of 36. These numbers have not changed significantly over the last 5 years.

C. New and Expanding Areas of Interest

For Theatre and Dance:

Expanding areas of research interest and coursework addition include Applied Theatre, Dramaturgy, Drama/Dance Therapy, Modern Dance, Dance Pedagogy, Dance for the Camera/in Film, Improvisation in Theatre and Dance, Theatre and Arts Management, and Architecture for Scenic Design research. Areas of Diminishing interest include Oral

Interpretation, which has been de-emphasized within the field of theatre over the past decade or two, and Creative Dramatics, which has fallen out of favor as a term within the discipline.

For Communications and Public Relations:

New and expanding areas of interest include: gaming and analytics, 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.

For Mass Media:

New and expanding areas of interest are: the Internet, World Wide Web, synchronous communication, computer mediated communication, and visual communication.

D. Areas of Established Specialization

For Theatre and Dance:

Areas of established specialization in theater are: acting, directing, voice work, stage dialects, theater history, and play analysis. Areas of established specialization in dance are: ballet, jazz, modern dance, and tap dance.

For Communication and Public Relations:

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.

For Mass Media:

Areas of established specialization are: telecommunications, broadcasting, and electronics media.

II.TREATMENT OF SUBJECT DEPTH

A. Treatment of Depth

Communication and Public Relations

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Business communication	3
Communication	3
—Research	5
—Theory	5
Communication in organizations	4
Conflict management	3
Debates and debating	3
Health communication	4
Intercultural communication	4
Interpersonal communication	4
Interviewing	3
Listening	3
Nonverbal communication	4
Persuasion	4
Public relations	5
Public speaking	3
Rhetoric	4
Social media	5
Visual communication	3

Mass Media

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Advertising copy	2
Audiences	4
Broadcast journalism—Authorship	4
Communication	3
—History	3
--- Theory (Mass Comm)	4
----Research	4
--- Design	4
Comparative Media Systems	1
Digital media	4
Documentary films—Production and direction	4
Immersive Media	3
Interactive Media (gaming, etc.)	3
Mass media	3
—Economic aspects	3

—Law and legislation	2
—Moral and ethical aspects	3
—Social effects	4
Mass media and culture	4
Motion Graphics	3
Public broadcasting	3
Radio—Production and direction	2
Radio announcing	1
Radio programs—Planning	2
Screenwriting	4
Social media	4
Television—Production and direction	4
Television announcing	2
Visual Communication	4
Web Design	3

Theatre and Dance

SUBJECT SUBDIVISIONS	COLLECTING LEVEL
Acting	1
Art and Architecture	4
Arts Management -- Theater	2
Applied Theater	4
Ballet	3
Choreography	4
Costume History	2
Dance History	3
Dance Kinesiology	3
Dance -- Biography	2
Drama	4
Drama – Drama Therapy	4
Improvisation – in Art, in Theatre, in Dance, and in Applied Theater	3
Jazz Dance	3
Modern Dance	4
Monologue and Scene Collections	3
Musical Theater History	2
Scores – Musical Theatre, and Sheet Music	2
Stage Lighting – Theatrical Lighting Design	3
Stage Scenery Design and Construction	3
Stage Combat	1
Theater	3
Theatrical Makeup	1

B. Specific Delimitations

Formats collected: Monographs and Media: extensively. Journals, Reference tools, and textbooks: selectively. Maps, Microformat Collections, and Dissertations: excluded.

Imprint dates collected: Current, 20th century: extensively, 19th century, Earlier excluded.

Chronological focus: Current, 20th century, Earlier: extensively. 19th century: selectively

Languages collected: English: extensively.

Place of Publication: United States: extensively.

Significant Publishers:

For Communication and Public Relations:
Sage Publications

For Mass Media:
Sage Publications, Routledge

For Theatre and Dance:
Oxford University Press, Routledge, Macfarland, Theatre Communications Group, Dramatist Play Service, Samuel French, Applause Theatre and Cinema Books (Roman and Littlefield), Playscripts Inc., Broadway Play Publishing Inc., Hal Leonard Performing Arts Publishing Group, Alfred Music Publishing, Cherry Lane Music Publishing, Folger Shakespeare Library, Arden Shakespeare – Bloomsbury Publishing