

COMMUNICATION

I. General Statement of Collection Development Policy

The Department of Communication at Wake Forest pursues the theoretical, critical, and scientific study of human communication in all its forms. In pursuit of that overall goal, there are three areas of concentration: communication science, rhetorical studies, and media studies. The collection supports the study and research needs of faculty, graduate students and undergraduate students in the Department of Communication.

II. Description of the University Program

The department offers Bachelor's and Master's degrees in Communication. Students may also receive an undergraduate minor in this field.

III. Interdisciplinary Elements of Subject Area

Materials purchased with the library budget for Communication may also support various departments in the social sciences and others. Relevant to this policy statement are portions of documents for English (rhetoric and public address), Theatre (film), Psychology (interpersonal communication), Politics and International Affairs (political communication), Sociology (organizational/group communication), and Classics (classical rhetoric). The Humanities fund (some interdisciplinary titles) is also potentially relevant. Open discussions among the faculty, department representatives, and library liaison help insure cooperative and coordinated collecting in these and other subject areas.

IV. Formats and Types of Materials

Print and electronic materials such as books and periodicals will be the most common acquisitions, but microforms and audiovisuals are considered and added as needed. Preference may be given to electronic format, depending upon such factors as cost, availability of secure archives and the needs of the program. Duplicative format collecting is avoided.

The following types of materials are collected:

Monographs – The library collects research and major trade monographs.

Reference – The Reference Collection supports the curriculum emphases of the various academic programs and the information needs of the Wake Forest community. Major reference materials such as bibliographies, dictionaries, encyclopedias, indices and abstracts are collected.

Serials – A serials collection constitutes an integral part of the library's research resources in the Social Sciences. The serials collection represents the historical and current requirements of the Department of Communication and will continue to be developed as new courses are added. The collection includes major scholarly and professional journals. Funds are also available for a limited number of interdisciplinary journals.

Abstracts and Indexes – The library subscribes to a broad range of databases covering disciplines in the Social Sciences.

Proceedings – Proceedings or reports of conferences, symposia and international congresses are collected selectively.

Theses and dissertations – Dissertations and theses which have not been commercially published are rarely acquired, and then only as specific faculty or student interest warrants.

Textbooks and Anthologies – In general the library does not acquire textbooks adopted as required texts for any given courses nor textbook-style anthologies

Microforms – Microforms are purchased to fill in gaps in periodical holdings or in cases where the information is not available in electronic or print format.

Non-print materials – Video and audio materials that support the curriculum are purchased. Non-print format collecting is subject to change according to available presentation technology. Streaming video databases augment the collections of these resources.

V. Languages

The emphasis is on collecting English language materials. Items in other languages are purchased in a selective manner.

VI. Geographic Areas (Subject Approach)

The collection is open to worldwide coverage, especially Eastern Europe and Asia (intercultural communication). However, the primary emphasis is on North America.

VII. Time Periods (Subject Approach)

All chronological periods are covered ranging from ancient times (rhetoric) to the present.

VIII. Dates of Publication

The emphasis is on current imprints with some selected retrospective purchasing.

IX. Subject Area and Level of Collecting Intensity

Subject	Desirable Level
Communication Theory	4
Semiotics	2
Public Speaking and Oratory	3
General	3
Speeches, addresses, etc.	3
Ancient Oratory	3
American Literature—Oratory	3
Rhetoric	4
General	4
Ancient	4
Medieval	3
Rhetoric 1500-1800	3
Contemporary	4

Mass Communication	4
Theory and Criticism	4
Media Effects	4
Electronic Communication	4
Telecommunications	2
Broadcasting	3
Radio	3
Television	3
Film	3
Organizational and Group Communication	4
Interpersonal Communication	4
Speech Pathology	2

The following Library of Congress classification areas relate to collecting for Communication at Wake Forest University.

P 87-89 (Communication Theory and Semiotics)

PN 4001-4355; PN 6121-6129; PA 3038, 3479-3842 6083, 6138;
PS 661-668 (Public Speaking and Oratory)

PA 3263-3265; PE 1402, 1407; PN 171-229, 173, 185 (Rhetoric)

HE 7600-8799; PN 1990-1999 (Mass Communication)

HM 131-134 (Organizational and Group Communication)

BF 455, 637.C4-45 (Interpersonal Communication)

RC 423 (Speech Pathology)

X. Deselecting Library Materials

The continuous review of library materials is important as a means of maintaining an active library collection. Materials will be withdrawn from the collection in accordance with the Deselection policy.

Hubert Womack, Library Liaison, December 2014