

## **Collection Development Policy**

### **Journalism and Communication**

#### **I. General Purpose**

Iowa State's Greenlee School of Journalism and Communication is the largest and most comprehensive journalism and communication program in Iowa. Undergraduate Students enrolled in the Greenlee School can choose one of two major tracks. Advertising majors study copywriting, design, media planning, strategic communication and multimedia productions, just to name a few. Journalism and Mass Communication majors take courses in reporting and writing, design editing, public relations, photojournalism, science communication, multimedia production, and magazine publishing, and more. The graduate programs focus on either communication theory and research or communication as a professional field.

The Iowa State University Library collection is in support of the teaching and research needs of the students and faculty in the program. Since this is a practical as well as a research discipline, then balance must be struck between the theoretical and the applied.

#### **II. History**

The journalism program at Iowa State University began in 1905, making it one of the nation's first journalism programs and the first journalism program in Iowa. The program has been accredited since 1948. In 1998, the Department was named the Greenlee School of Journalism and Communication in recognition of a gift of \$9 million from ISU alumni Robert and Diane Greenlee. Five Pulitzer Prizes have been won by alumni of this program.

#### **III. Iowa State University Program**

Iowa State University's journalism and communication program is diverse, covering many different subject areas. It has traditionally focused on science communication, but in recent years has also grown in the areas of the use of technology in interpersonal communication, in mass media, advertising, and public relations. Faculty research interests include: communication of science and technology; visual literacy; visual media effects, computer-mediated communication; political communication; mass communication research and theory development; communication and international development, communications law and policy; journalism history; first amendment; photojournalism; history of photography; international public relations; new media; human-computer interaction; science and risk communication; public relations education; advertising; and strategic communication.

#### **IV. Subject boundaries**

The ISU Library collects resources for the school in the following subject areas: journalism (including photojournalism), advertising, mass communication, communication technology, science writing, and public relations. These subject areas are multidisciplinary and therefore collections in newspapers, general periodicals, management, sociology, psychology and other areas may include materials of interest to Greenlee students and faculty.

#### **V. General collection guidelines**

**Linguistic:** Materials are collected in the English language almost exclusively.

**Geographical areas:** Focus is primarily on the United States, but materials are also collected for other countries on a limited basis

**Types of materials collected:** Monographs and journals are the primary types of materials collected. We also acquire electronic sources, reference resources, and newspapers, national and Iowa.

**Format of materials collection:** Formats are primarily print and electronic.

#### **VI. Specific collection guidelines**

Materials are selected equally in all areas of the programs offered in the Greenlee school.

#### **VII. Detailed subject areas**

#### **VIII. Other resources available**

The Greenlee School has its own reading room that is staffed by work study students. They offer some journals, trade publications, news magazines and newspapers, as well as a limited collection of reference materials. The focus of the Greenlee reading room is on electronic resources, and we have done some cooperative resource sharing in this area.

#### **IX. Cross-references to collection policies**

#### **X. Creation date**

August, 2000

#### **XI. Revision history**

1<sup>st</sup> revision—September, 2005

2<sup>nd</sup> revision—August, 2007

3<sup>rd</sup> revision – December 2011

## **XII. LC Classes**

Newspapers	AN
Mass communications theory	P87-91
Mass media	P96
Public relations, business	HD58-59
Radio and television	HE8689-8700
Advertising	HF5801-6191
Public relations, public opinion, propaganda, etc.	HM261-263
Media law and ethics	K4240, 4285 PN4797 Z657
Radio and television broadcasts	PN 1990s
Journalism, the periodical press, etc.	PN4699-5650
Newspaper and periodical publishing	Z286
Photojournalism	TR

## **XIII. Bibliographer name**

Tobie Matava