Purpose of Policy: The collection development policy for Communication Studies guides the development and management of the Communication Studies collection.

Program Description:
The Bachelor of Arts (BA) in Communication Studies prepares students for a wide variety of careers including advertising, business, sales, communication consulting, training and development, human resources, politics, government, health fields, and other careers that focus on problem-solving interactions, management, and human relations. The six concentrations include: Health Communication; Interpersonal Communication; Journalism; Media, Culture, and Society, Organizational Communication; and Public Relations. The degree required 39 credits in the major and concentration, as well as a 3 credit capstone.

The Master of Arts in Communication Studies is a flexible program intended for students and working professionals holding a bachelor’s degree in communication, or in a related field. The degree requires 36 credit hours, include 15 credit hours in the student’s chosen concentration and a required capstone. Concentrations include: Health Communication; Interaction and Social Processes; Media, Culture, and Society; and Strategic Communication.

Six 15 to 21 credit minors are available from Communication Studies: Communication Studies; Health Communication; Interpersonal Communication; Journalism; Organizational Communication; and Public Relations

- CMCL-C 203 Gender, Sexuality and the Media
- JOUR-C 200 Introduction to Mass Communications
- JOUR-J 200 Reporting, Writing, and Editing I
- JOUR-J 210 Visual Communication
- JOUR-J 290 Internship in Journalism.
- JOUR-J 300 Communications Law
- JOUR-J 303 On-Line Journalism
- JOUR-J 319 Introduction to Public Relations
- JOUR-J 341 Newspaper Reporting
- JOUR-J 351 News Editing
- JOUR-J 360 Journalism Specialties
- JOUR-J 375 Race, Gender and the Media
- JOUR-J 390 Public Relations Writing
- JOUR-J 401 Depth Reporting and Editing
- JOUR-J 410 Media as Social Institutions
- JOUR-J 413 Magazine Article Writing
- JOUR-J 428 Public Relations Planning and Research
- JOUR-J 429 Public Relations Campaigns
- JOUR-J 460 Topics Colloquium
- JOUR-J 492 Media Internship
- JOUR-J 510 Media and Society Seminar
• JOUR-J 514 International Communication
• JOUR-J 529 Public Relations Campaigns
• JOUR-J 560 Topics Colloquium
• JOUR-J 574 Gender and Media
• JOUR-J 614 Globalization, Media, and Social Change
• JOUR-J 672 Topics in Communication Law
• SPCH-B 399 Human Behavior and Social Institutions
• SPCH-S 121 Public Speaking
• SPCH-S 122 Interpersonal Communication
• SPCH-S 160 Speech Correction for Classroom Teaching
• SPCH-S 205 Introduction to Speech Communication
• SPCH-S 223 Business and Professional Communication
• SPCH-S 228 Argumentation and Debate
• SPCH-S 229 Discussion and Group Methods
• SPCH-S 321 Rhetoric and Modern Discourse
• SPCH-S 322 Advanced Interpersonal Communication
• SPCH-S 324 Persuasive Speaking
• SPCH-S 334 Computer-Mediated Communication
• SPCH-S 336 Current Topics in Communication
• SPCH-S 380 Nonverbal Communication
• SPCH-S 398 Independent Study in Speech Communication
• SPCH-S 400 Senior Seminar in Speech
• SPCH-S 405 Human Communication theory
• SPCH-S 421 Speech Criticism
• SPCH-S 427 Cross Cultural Communication
• SPCH-S 440 Organizational Communication
• SPCH-S 444 Political Communication
• SPCH-S 450 Gender and Communication
• SPCH-S 490 Professional Practice Internship
• TEL-R 205 Broadcast Performance
• TEL-R 208 Audio Production
• TEL-R 287 Process and Effects of Mass Communication
• TEL-R 404 Topical Seminar in Telecommunications
• TEL-R 408 Advanced Audio Production
• TEL-R 411 Non-Fiction Television
• TEL-T 211 Writing for Electronic Media
• TEL-T 273 Media Program Design
• TEL-T 283 Introduction to Production Techniques and Practices
• TEL-T 313 Comparative Media Systems
• TEL-T 331 Script Writing
• TEL-T 336 Digital Video Production
• TEL-T 380 Latin American Cinema
• TEL-T 390 Literary and Intellectual Traditions
• TEL-T 416 Program Analysis and Criticism
• TEL-T 430 Topical Seminar in Design and Production
Areas of Established Specialization:

- Family Communication
- Public Speaking
- Interpersonal Communication
- Speech Communication
- Mass Communication
- Organizational Communication
- Public Relations
- Journalism
- Health Communication
- Media Studies

Changes in User Population for the Most Recent Five Years:

- Program added a MA degree starting fall of 2016, need materials to support graduate studies, working professionals, and graduate students as teachers
- More online courses, and need for resources that can be accessed remotely
- Research Methods an increasing part of the curriculum

New and Expanding Areas of Interest:

- Crisis Communication
- Social Movements
- Campaigns
- Non-Profits
- Fundraising
- Aging, Memory, Death
- Legal Research
- Non-Verbal/Listening Communication
- Romantic Communication
- Social Media
- Conflict Management/Conflict Resolution
- Public Speaking Pedagogy
- Research Methods

Degrees Offered:

- Communication Studies BA
- Communication Studies MA
- Communications Studies Minor

Clientele: The primary clientele are the undergraduate students, faculty, and staff of the Communication Department. Members of the Michiana community may also use the collection.

Collection Guidelines: The Communication Studies collection consists of works written for the basic through advanced undergraduate level and for basic faculty research. Graduate- and research-level publications are collected selectively.

Formats Collected: Scholarly monographs, serials, collections of essays, conference proceedings, videos, and electronic resources are extensively collected.
Formats Excluded: Pamphlets, newsletters, article reprints, and required textbooks.

Language: The collection is primarily in English.

Geographic Coverage: All geographic areas are covered.

Chronological Periods Collected: Priority is given to current publications. Older imprints are collected selectively, usually as replacements for classic works, or upon request.

Subject Emphases: The Communication Studies collection focuses primarily on the topics of the Undergraduate and Graduate Concentrations: Health Communication; Interpersonal Communication; Journalism; Media, Organizational Communication; Public Relations and Strategic Communication

Subjects Collected Selectively: Legal Communication, Copyright, Social Media, Political Communication

Reference: Reference material for Communication Studies are selected by the Communication Studies subject librarian following the general subject parameters of the collection policy.

Location: Communication Studies materials are housed in the Schurz Library. Works specifically about the discipline of Communication Studies and its related concentrations are classified primarily in the schedule of Library of Congress system listed below.

P87-P96 Communication, Mass Media
PN4699-PN5650 Journalism
HD 28-70 Management
R118 Health Communication