

## **Broadcasting and Mass Media**

**Subject:** A. Broadcasting and Mass Media

**Purpose:** B. The Broadcasting and Mass Media collection is primarily intended to support undergraduate research and teaching to the Bachelor level as well as individual faculty projects.

**Academic Programs Served:**

C. The Broadcasting and Mass Media collection supports programs primarily in the Media Studies and Journalism Departments. An undergraduate minor is offered in Media Studies while Bachelor degrees are offered in both Journalism and Media Studies. Various aspects of Broadcasting and Mass Media are of interest to such disciplines as English Language and Literature, Journalism, Marketing, and Political Science.

**Collection Guidelines:**

**D. Languages:** Materials are collected in English only.

**Chronology:** Emphasis is on contemporary culture. Current materials and imprints are emphasized.

**Geography:** The United States, Europe, and Asia are emphasized.  
North American and Western European imprints are emphasized.

**Notes/Comments:**

Lower and upper division textbooks are excluded.

**Library Liaison:** Sue Clerc

**Collecting Levels In  
Broadcasting and Mass Media**

| <b><u>Subject</u></b> | <b><u>LC Classification</u></b> | <b><u>Collecting Level</u></b> |
|-----------------------|---------------------------------|--------------------------------|
| Broadcasting          | PN 1990 - 1992                  | B                              |

In addition, see COLLECTING LEVELS in such disciplines as Economics (HE 8689 for Broadcasting), General Philology, Linguistics, and Literary Theory (P 94.6 for Mass Media), and Marketing (HF 5801-HF 9999 for Advertising).