

Collection Policy: COMMUNICATION

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1.0 TEACHING, RESEARCH AND EXTENSION PROGRAMS

1.1 Mission and emphases of the department

The department works in the areas of both mass communication and individual communication. However, it is refocusing its expertise into the following areas:

1. Life Sciences (health, nutrition, biology, agriculture, environment, risk assessment),
2. Communication Systems and Technology (computers, information management, information policy, impacts of new technology),
3. Planning and Evaluation, e.g., public relations, and
4. Communications as a Social Science (applied research).

1.2 Faculty research

Twelve tenured or tenure-track faculty. Research areas and trends are reflected in 1.1. Department work is heavily interdisciplinary and crosses many boundaries (e.g., social/biological science).

1.3 Graduate program

Approximately 45 graduate students, from all over the world. There are three graduate programs: M.P.S., M.S. and Ph.D. Emphases are in those areas described above (1.1 and 1.2).

1.4 Undergraduate program

Approximately 275 majors. Students focus in the areas described in 1.1. Career interests include work in mass communication, public relations, communication consulting, law/legal, government and research organizations.

1.5 Extension activity

Extension appointment: one faculty member (.40 fte). Much extension work is the application of communication to outreach activities. That is, communication and extension have always been heavily interwoven. At present, extension efforts are directed toward workshops and applied research.

1.6 Noteworthy facilities (e.g. unique classrooms, laboratories, farms, etc.)

Communication research laboratory for experimental work; video editing room for projects and teaching. Interactive Media Laboratory.

2.0 SUBJECT DESCRIPTION AND GUIDELINES

2.1 Subject definition

The study of "who says what in which channel to whom with what effect?" (Lasswell, 1948) The study of the transfer of information (a traditional definition) and its feedback channels.

The following comments by Professor McDonald are also of use:

The study of communication touches all of human behavior. To describe specific topics is virtually impossible. Cornell specializes in social-scientific approaches to the study of communication. The field of communication has roots and branches in the areas of sociology, psychology, social psychology, organizational behavior, anthropology, literature, theater, and a number of other fields. By "roots" it is meant that many theories came directly from major figures in the earlier fields; by "branches" it is meant that work either on communication or directly related to communication continues to appear in those areas. Some of that current work acknowledges that the field of communication exists (through citation, etc.), while some of it simply ignores the field. Researchers must keep current in their own fields and in those "parent" fields.

2.2 Subject scope

Overview Description:

The distribution of collecting among the various libraries at Cornell is displayed below.

Cornell's department primarily focuses on "applied" research in communication, attempting to refine theories of communication while testing them with real-world problems related to environmental issues, public affairs, health concerns, third world development, etc. Faculty interests are as broad as the field. For example, a faculty member might be interested in how people learn from television. In one study, acid rain might be a topical focus. The next study might use AIDS. Thus, the faculty member is simply studying the same problem using two different topics; the two topics actually help strengthen the conclusions he/she might draw from the two studies (by providing some insight into the importance of the closeness of the threat to the individual, for example).

Mann Library collects materials on communications in general, but has a specific interest in environmental issues, life sciences, public affairs, health concerns and third world development.

Subject Breakdown Table

TOPIC	MANN	OLIN	OTHER
Oral communications public speaking	X	-	-
argumentation and debate	X	-	-
rhetoric	-	X	-
effective listening	X	-	-
interpersonal communication	X	X	-
business and professional speaking	X	-	JGSM, Hotel
Public opinion	-	X	-
Public relations	X	-	-
Publishing newspapers	-	X	-
electronic	-	X	-
Special communications arenas (selected) health	X	-	-
environment	X	-	-
agriculture	X	-	-
development/rural development	X	-	-
science	X	-	-
popularization of science	X	-	-
organizational/business communications	-	-	JGSM, Hotel
politics	-	X	-
Television economic aspects	-	X	JGSM
effects on children	X	-	-
policy aspects	-	X	-
Television/video production	X	-	-
Written communications newswriting, journalism, editing	-	X	-
technical writing, copy advertising, publication design, layout	X	-	Eng
Visual Communication	-	X	-
Advertising business aspects	-	-	JGSM

psychological aspects	-	X	-
creative/design aspects	X	-	-
Broadcast journalism	-	X	-
Communication--cross cultural studies	-	X	-
Communication--international	(needed: a list of specific countries)	Other countries	-
Communication--legal & regulatory aspects	-	-	Law
Communication--psychological aspects interpersonal relations and communications	-	X	-
social psychology	-	X	-
gender and communication	-	X	-
perception, attention, memory, cognition, affect, behavior	-	X	-
neuropsychology	X	-	-
Communication--research methods	X	-	-
Communication and culture	-	X	Area
Communication disorders	X	-	-
Communications technologies computers	-	-	Eng
telecommunications and networking	-	-	Eng
video	-	-	Eng
multimedia	-	-	Eng
audio	-	-	Eng
network	-	-	Eng
policy & impacts, social context	-	-	The library collecting that subject.
Communication theory and models	-	X	-
Mass communication	-	X	-
Media media and the law	-	-	Law
media and politics	-	X	-
role of press in gov't & human affairs	-	X	-
ethics	-	X	-

2.3 Emerging trends in the subject area

As mentioned briefly, the department's focus in the near future will be primarily in communication as it occurs in environmental/health/international/development contexts. The study of audience interactions with communication media will continue to be a major focus. There is a de-emphasis on journalism and international/development communication.

3.0 SPECIAL INFORMATION NEEDS AND RESOURCES

3.1 Special information needs of those working in this subject area.

Basically, any journal with the word "communication" in it is important, although some of the major journals in the field (e.g., *Journal of Broadcasting & Electronic Media*) do not have the word communication in the title.

Olin already subscribes to a number of these. In addition to the two listed above, the major journals are probably *Communication Research*, *Communication Monographs*, *Journal of Communication*, *Public Opinion Quarterly*, and *Human Communication Research*. There are also a number of minor journals which are primarily regional, such as *Mass Communication Review*. One area which is lacking currently is in certain journals coming out of Europe and Asia (e.g., *International Journal of Public Opinion*).

Many faculty members read quite a bit of material from outside the field, from such journals as *Journal of Personality and Social Psychology*, *Psychological Bulletin*, *Journal of Rural Sociology*, *Agriculture, Ecosystems and Environment*, *Social Studies in Science*, *Critical Studies* and a number of other journals from outside the field. Other faculty involved in research are similarly looking outside the field for in-depth coverage of specific issues and topics.

Fulltext media sources, such as DIALOG's PAPERS, are also important.

3.2 Special collections or noteworthy resources in the field

3.3 Endowment funds or special funding arrangements

None.

4.0 TYPES OF MATERIALS

4.1 Priorities for types of materials

See [Priorities Table](#).

4.2 Format

4.3 Geographical guidelines

Producers: the U.S., Germany, England, IDRC, Canada, India, Singapore, the Asian Mass Communication Information Center

About: Global, because reserachers use examples from varied countries, both developed and developing.

4.4 Language guidelines

Primarily English, French, German, Spanish.

4.5 Chronological guidelines

Current

5.0 OTHER RELATED LIBRARY COLLECTIONS

For a tabular representation of subject divisions among libraries, see [Subject Breakdown Table](#).

- Communication--[Subject Breakdown Table](#)
- Olin--general social science and many books and journals directly related to communication and psychology, sociology, etc.
- Uris--also has a large number of books and journals directly linked to communication (especially mass communication and psychology)
- Annex--for historical materials related to mass media
- Hotel School--sections on interpersonal and small group/organizational communication
- ILR--good sections on social science methodologies and data analysis
- Kroch--rare materials such as propaganda posters, photographs, etc. used for teaching
- Law--certain areas of communication regulation (especially mass media and new technologies)
- Management (Johnson School)--organizational communication and mass media materials (ratings, etc.)
- Music--teaching materials when discussing popular culture, etc.
- Engineering--for information related to communication technologies in terms of operation and an historical perspective

- Entomology--material related to pest management, etc.
- Fine Arts--Art/Culture/Communication

6.0 POLICY QUESTIONS, COLLECTION NEEDS, FUNDING PROBLEMS OR OPPORTUNITIES

Because communication touches so many fields, it would be very difficult for Mann to provide an "exclusive" library, except for carrying the major journals in the field. Faculty will most likely use a number of libraries on campus.

A library at Cornell should collect in the areas of 1) social impact and context of technology and 2) new technology policy.

A library at Cornell should collect the data archives of major public opinion organizations, such as Gallup, Roper, and Harris. Gaps in existing collections should be filled.

In the area of Written Communications, newswriting, journalism and editing are collected in Olin, while technical writing, copy advertising, and publication design are collected by Mann. Consideration should be given to consolidating these topics in one library.

7.0 PRINCIPAL LC CLASSES

8.0 RELATED COLLECTION POLICIES

Priorities Table for Communication

Code	IMPORTANCE/INTENSITY CODES DEFINITIONS
NA	Not applicable to the discipline.
0	Ephemeral; of insufficient value to be provided by library.

1	Of short term interest, but with little or no enduring value; very selectively acquired; retained, uncataloged, for limited duration only, e.g. newsletters in newly emerging, poorly documented areas, and manuals or pamphlets for reserve reading.
2	Limited scholarly interest or utility; collected very selectively, but not of high priority.
3	Important for research and/or instruction; should be well represented, but collected selectively rather than intensively.
4	Very important for faculty and/or students; intensively collected, i.e. every effort is made to provide as deep coverage of this literature as possible.
5	Essential to work in the discipline; the most important type of material for research or instruction purposes. Ensuring the highest possible coverage should be the library's top priority in this discipline.

Code	SERIALS	Notes
4	Journals, scholarly	North America & European journals are most important.
3	Journals, technical	-
-	Journals, other (describe)	-
2	Annual reviews, advances in...	Few exist in this field.
2	Scientific and technical reports and research bulletins of major academies, learned societies, professional research and educational organizations and government agencies	Few exist in this field.
2	Proceedings, of international congresses and symposia	Few exist in this field.
2	Proceedings, national or local	Few exist in this field.

3	Statistical series	Trends in publication, journalism, etc.
3	Trade journals and periodicals	North American only.
0	Popular periodicals, hobby	-
1	Popular periodicals, semi-technical	-
1	Popular periodicals, farm press	-
3/4	Newsletters/newspapers	Obviously can't be complete but often void. Indexes of very high importance.
0	Proceedings of legislative bodies	-
0	Student publications	-
0	Administrative publications of major academies, learned societies, professional, research and educational organizations and government agencies	-
0	Corporate annual reports	-
0	Yearbooks	-
0	Press releases	-
0	Lists	-
0	Working papers	-
Code	MONOGRAPHS	Notes
4-5	Major scholarly monographs	-

3-4	Professional and technical	-
3	Subject histories	-
3	Textbooks, upper division, graduate	-
3	Biographies	-
2	Popular monographs	-
1	Technical reports	-
1	Government reports	-
1	Proceedings, international	-
0	Proceedings, other	-
2	Theses and dissertations (outside CU)	-
0	Festschrift	-
0	Patents	-
1	Corporate histories	-
0-3	How-to books & lab manuals	Sometimes used in teaching, but mostly not important.
0	Pamphlets	-
0	Ephemera (describe)	-
0	Maps	-

3	Technical bulletins/handbooks/compendia	Annual "Common Yearboks."
Code	ELECTRONIC INFORMATION	Notes
-	Applications programs	-
5	Bibliographic databases	Index to journalism.
-	Bulletin boards	-
4	Fulltext files	Newspapers and magazines.
-	Geographic information systems	-
-	Numeric/statistical files	-
-	Other (describe, taking as much space a necessary)	-

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