Subject Level Collection Statement: Media Studies

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Reviewed: 1 May 2011
Minor changes: 28 February 2014

1. Purpose of the Statement

The purpose of this statement is to provide a framework to guide the collection development and management activities for Media Studies. The statement supports the teaching, learning and research activities of Media Studies within the Faculty of Humanities and Social Sciences.

This statement is developed in accordance with the principles outlined in the Library’s Collection Development and Management Policy (CDMP).

2. Description of the Academic Subject

The School of English, Film, Theatre, and Media Studies (SEFTMS) is made up of four separate programmes. There are close links between the programmes as the four disciplines share a common focus on the creation and interpretation of texts, whether written, spoken, theatrical, cinematic, televised or electronic.

Media Studies is an interdisciplinary academic field which analyses the meaning and role of the media such as television, films, the internet, newspapers, magazines and electronic games.

Media Studies courses allow students to explore political, institutional, industrial, historical, cultural and aesthetic aspects of media through a variety of media forms, contexts, theories and production/reception of cultures. Media Studies courses also foster an understanding of how media products are constructed in response to a combination of technological, institutional, creative and cultural conditions.

Media Studies is a relatively new academic discipline (taught since the 1990s in New Zealand universities) and has been offered at Victoria since 2001. The programme offers a full range of undergraduate and postgraduate courses.

For courses currently offered in media studies, see the Media Studies course list.

The programme currently has 15 academic staff who contribute significantly to national and international scholarship in their areas of expertise.

More details about the programme are available at the Media Studies website.
### 3. Focus of the Subject

The teaching and research foci for Media Studies is as follows:

- Advertising analysis
- Aotearoa/New Zealand media (TV, film, advertising and popular music)
- Audience studies
- Broadcasting policy
- Critical/cultural/postcolonial theories
- Cultural economy
- Digital media
- Economic geography
- Economic sociology
- Gender, sexuality and media, including queer and feminist theories and masculinity
- Globalisation and media
- International communication systems
- Journalism and news media
- Media and environment issues
- Media and the public sphere
- Media history
- Media policy
- Media production and consumption
- Media, society and politics
- Modernity and postmodernity
- New media and digital technology
- Political economy
- Popular and non-fiction moving image genres
- Popular music
- Postcolonial and indigenous media and settler culture
- Sport, media and popular culture
- Television studies, including TV cultures and institutions, forms, narrative and aesthetics, production, policy and public service television
- Visual culture, including media industries and cultural production
- Popular culture
- Youth and media

### 4. Overview of the Current Collection

#### Books

As Media Studies is interdisciplinary and the research interests of staff are wide, monograph material is not contained in one identifiable section of the Library collection. Relevant material may also be found within collections purchased for philosophy, psychology, music, New Zealand and Pacific, film, sociology, literature etc, and the Media Studies programme (MDIA) benefits from this.
The core collection has been very thoughtfully developed by Media Studies and Library staff since 2001 to support the teaching and research of the programme. Retrospective purchasing has been done during this time to ensure that seminal texts have been acquired. At this time there are no identifiable gaps in the collection.

**Course Reserve**
Three day loan is used extensively by Media Studies. Where there are multiple items, the programme would like copies to be dispersed across the main, Three Day Loan and Closed Reserve collections, to accommodate the different needs of undergraduate students, postgraduate researchers and staff.

**Reference Collection**
The print reference collection is not widely used by Media Studies. Online encyclopaedias for Media Studies are available from Sage eReference.

**Journals**
This part of the Media Studies collection is newer than the monograph collection. The majority of Media Studies periodicals were added between 2005 and 2009. The periodical collection for Media Studies is still in the process of being developed.

**Audiovisual**
While the students in the programme use Library audiovisual material, Media Studies have their own technician who records and processes audiovisual material for teaching purposes. This material is stored in the department.

The Library receives all free to air terrestrial channels, selected SKYTV, and free to air channels. All off air recordings are made and issued under the conditions of the Audiovisual Copyright Society Screenrights license. Under this agreement, New Zealand material (mostly drama, documentary and current events programmes) is recorded. At present this amounts to approximately 25 hours per week, but is limited by staff availability for editing and cataloguing.

**Electronic Resources**
Media Studies uses a wide range of freely available websites, for example television stations, news agencies, blogs etc. While there are no subject specific databases for Media Studies, Media Studies students use a number of multidisciplinary databases such as EBSCO, ProQuest and Gale database suites. A list of some of the key electronic resources is available via the Media Studies study guide.
5. **Collection Development Guidelines**

Library resources in all formats are selected primarily by academic staff and the Subject Librarian.

<table>
<thead>
<tr>
<th>LC Callmark Range</th>
<th>Subject Area</th>
<th>Current Collection Level</th>
<th>Future Collecting Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>B790-B5802</td>
<td>Philosophy (Modern)</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>BF1-BF990</td>
<td>Psychology</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>BH1-BH301</td>
<td>Aesthetics</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>GV557-GV1198.995</td>
<td>Sports</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>HE7601-HE8700.9</td>
<td>Telecommunication industry</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>HF5801-HF6182</td>
<td>Advertising</td>
<td>Research</td>
<td>Research</td>
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<tr>
<td>HM621-HM656</td>
<td>Culture, including popular culture</td>
<td>Research</td>
<td>Research</td>
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<tr>
<td>HQ19-HQ30.7</td>
<td>Sexuality</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>HQ1075-HQ2030.7</td>
<td>Sex role, men, women</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>JC101-JC605</td>
<td>Political theory</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>ML3469-ML3541</td>
<td>Popular music history and criticism</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>N1-N9165</td>
<td>Visual arts</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>P87-P96</td>
<td>Mass media and communication</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>PN1993-PN1999</td>
<td>Motion pictures</td>
<td>Research</td>
<td>Research</td>
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<tr>
<td>PN4699-PN5650</td>
<td>Journalism</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>QA76.575</td>
<td>Digital media</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>TK5101-TK5105.9</td>
<td>Telecommunication technology</td>
<td>Research</td>
<td>Research</td>
</tr>
<tr>
<td>TK6680.5</td>
<td>Digital media</td>
<td>Research</td>
<td>Research</td>
</tr>
</tbody>
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5.1 **Languages Collected**

English is the preferred language for books and journals. Audiovisual material (preferably subtitled in English) may be collected in all languages.

5.2 **Geographical Areas Collected**

Resources published from around the English-speaking world is collected, with an emphasis on New Zealand, Australia, the Pacific, Great Britain and North America.
5.3 Chronological Periods Collected
Media Studies is a relatively new discipline and the majority of academic works have been published since 1990.

5.4 Publication Dates
The emphasis is on current publications, although occasionally key older material may be purchased. Retrospective purchasing is confined mostly to replacing important books or to support new teaching and research programmes.

5.5 Format Guidelines
Journals in electronic format are generally acceptable, however it must be noted that there are some titles—particularly popular culture magazines and media industry trade press items where the electronic form does not duplicate the print journal. In these cases it is crucial that the print subscription be maintained.

Media academics do not want to see a shift to eBooks only. Issues raised include concerns about access, downloading restrictions and mobility of staff who prefer to conduct their research away from their office computer.

5.6 Budget Guidelines
Most publications come from publishers in USA or Great Britain and therefore our buying ability is very influenced by currency fluctuations. Future purchasing must take these factors into account and should be carefully targeted towards publications that strongly support current teaching and research.

The programme is satisfied with the current balance between the monograph and periodical budget allocations.

5.7 Classification Guidelines
The Library of Congress classification system is used. Material in the audiovisual collection is identified using a unique running number system, with the prefix Vis or DVD.

5.8 Preservation Guidelines
Resources that are damaged or lost are assessed for replacement. Resources in VHS format are assessed for replacement by the DVD format according to use.

5.9 Digitisation Guidelines
Audiovisual material on videotape poses a real risk of decomposition in the long term and an ongoing preservation plan should be developed and implemented, with a view to digitisation and online access to resources.
6. **Relegation Statement**

From 2012 the following criteria will apply:

**Books**
As Media Studies is a discipline with a relatively short history of university teaching and academic research in New Zealand universities. It was introduced to Victoria University of Wellington in 2001 when the collection began to be developed. Accordingly, there are very few books which, because of their age or lack of currency, could be relegated to either stack or off-site storage.

In September 2009, Media Studies were consulted about possible areas of the subject collection that might be candidates for relegation. Staff strongly felt that there were no candidates for which relegation was going to be acceptable (including video games which, although have no dedicated course, continue to be taught and researched within the new media subject strand).

**Journals**
The majority of Media Studies periodicals were added between 2005 and 2009, and there is little that could be relegated because of age or inactivity. Approximately 75% of periodicals are available online. The periodical collection is still in the process of being built for Media Studies.

7. **Deselection Statement**

From 2012 the following criteria will apply:

**Books**
As Media Studies is a new academic discipline, there is little scope for deselection at this point in time. Duplicate material may be considered for deselection, provided that it is not required for current teaching or research. Duplicates of superseded editions must be considered for deselection on a case by case basis and in consultation with the Media Studies Programme.

Many books are in multiple because of either large student numbers or the range of student levels that require them, and will therefore not be suitable for deselection.

**Journals**
It will be acceptable for print copies of academic journals to be discarded where perpetual electronic access is available. However, there will be some exceptions to this rule since Media Studies periodicals do include some whose electronic resource does not replicate the contents of the print issue. These titles include:

- Broadcast (UK)
- Broadcast and Cable (USA)
- Billboard (USA)
- Variety (USA)
- Onfilm (NZ)
• Take (NZ)
• Illusions (NZ)

In these cases both print and electronic forms will need to be maintained. Any decisions regarding deselection will be made in consultation with academic staff.

**Audiovisual**
The following deselection criteria apply:
- Items that are replicated in more modern or more usable formats (e.g. videos replaced with DVDs).
- Materials in formats requiring obsolete equipment

**Other Guidelines/Considerations**
The Media Studies programme is still in the process of developing Library collections to support both teaching and research. The discipline is very focussed on contemporary culture and the future of media in society. Therefore it is crucial that the collections continue to grow, and keep abreast of international developments and thinking. Keeping the balance between books and journals, print and electronic, just-in-case and just-in-time delivery, teaching and research, will be the challenge of collection development in the future.

A comprehensive subscription review was carried out in mid 2009.

Victoria University Press donates two copies of each of its publications to the Library, with one copy archived in the JC Beaglehole (Special Materials) Collection.

**Links to other relevant Subject Level Collection Statements**
- English
- Film
- History
- Linguistics and Applied Language Studies
- Marketing
- Philosophy
- Politics and International Relations
- Sociology and Social Policy
- Theatre