Mass Media Arts

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Purpose/Programs Supported

The mass media arts collection at the Robert W. Woodruff Library supports research and curricular needs of the Department of Mass Media Arts at Clark Atlanta University. Resources support the undergraduate program which leads to the Bachelor of Arts degree.

The major areas of emphasis include writing and reporting, survey of media and society, mass communication research methods, communication law, and media seminar.

Guidelines for Collection Development and Management

Languages
Collecting is done predominantly in, but not limited to, English.

Chronological Coverage
There are no chronological limitations and collecting will continue to support areas of significant interests among faculty and students.

Geographical Coverage
The interdisciplinary demand of mass media studies dictates the library collection to support the geographically unlimited research needs of faculty and students.

Scope
The library collection continuously aims to provide resources to support the needs of the mass media arts program, as it prepares students for journalism, public relations, radio, television, film, and multimedia careers.

Types of Materials, Formats Collected
Formats collected include monographs, serials, electronic resources, and videorecordings. The types of materials collected include reference,
bibliographies, and archival works. Interlibrary loan services provide access to unlimited resources.