Journalism

Programmatic Data: The collection for the Meek School of Journalism supports teaching, research, and programming. The Meek School is a top-level university unit with its own dean and independent structure, and includes the S. Gale Denley Student Media Center, the Overby Center for Southern Journalism and Politics, the Magazine Innovation Center, and the Mississippi Scholastic Press Association as sub-units. It is accredited by the Accrediting Council on Education in Journalism and Mass Communication, and offers a Bachelor of Arts in Journalism, a Bachelor of Science in Integrated Marketing Communications, a Master of Arts in Journalism, and a Master of Arts in Journalism with emphasis in Integrated Marketing Communications.

Collection Description: For the Meek School of Journalism, the library collection supports teaching and research in the areas of newspaper, magazine, and electronic publishing; mass communications; radio, television, online, and other multimedia broadcasting; public relations; and integrated marketing communications. Integrated marketing and public relations are shared collection areas with business and public policy, respectively.

Call Numbers: Journalism is a multidisciplinary field and call numbers are therefore not discrete. Important ranges include GV (Sports Media), HD 58-59 (Public Relations), HE 8689-8700 (Radio and Television Broadcasting), HF5801-HF6191 (Advertising) HM258 (Social Psychology - Mass Media/Communication), HM 261-263 (Public relations, public opinion, Propaganda, etc.) KF2750 (Mass media law), P 87-P 96 (Communication, mass media), PN 1990s (Radio and television broadcasts), PN 4699-PN 5650 (Journalism), TR 820 (Photojournalism), Z 5630-Z 5635 (Misc. issues).

Geographical Areas: The Meek School's major focus is on the United States, but curricular and research interests in the international press and media mean works on other countries are acquired as needed.

Chronological Period: Works covering all time periods are considered, although the School's focus is on topics and issues of a current and emerging interest.

Format: Serials and information in electronic formats, reference books and monographs, microfilm of older newspapers, and DVDs purchased by request. Monographs, electronic resources, and DVDs are purchased. Streaming content, microfilm, and other formats are acquired as needed.

Acquisition: Materials are acquired primarily through firm order, with a strong possibility toward increased acquisitions in periodical databases and streaming.