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Library Bestsellers/ Emerson College Library

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Library Bestsellers

Column Editor: **John Keeth** (U. of South Florida)

Praise be! Welcome to John Keeth our new column editor. You can call him at work at (813) 974-6723 or mail can be sent to John at the University of South Florida Library, LIB 122/RM 014, Tampa, FL 33620. Or he can even be contacted at "JOHKEETH@CFRVM.-BITNET"



Emerson College Library's 40 Most Circulated Titles

by **Joanne M. Schmidt**

(Assistant Director for Bibliographic Services)

Emerson College is an accredited, four-year college located in Boston's Back Bay. Its curriculum is devoted to the communication arts and sciences, including the performing arts. The students study mass communication, writing, communication disorders, theater arts, business communications, etc. The Emerson College Library houses over 155,000 volumes. The list of most circulated titles for the last three years doesn't include items that were on reserve.

1. Clark, Barrett Harper. **World Drama; An Anthology**. Dover Publications, 1933.
2. Cutlip, Scott M. **Effective Public Relations**. Prentice-Hall, c1985.
3. Barnouw, Erik. **History of Broadcasting in the United States**. Oxford University Press, 1966-70.
4. Liebert, Robert M. **Early Window: Effects of Television on Children and Youth**. Pergamon Press, c1982.
5. Wilcox, Dennis L. **Public Relations: Strategies and Tactics**. Harper & Row, c1986.
6. Goldhaber, Gerald M. **Organizational Communication**. Wm. C. Brown, c1986.
7. Goffman, Erving. **Gender Advertisements**. Harper & Row, 1979, c1976.
8. Sterling, Christopher H. **Stay Tuned: A Concise History of American Broadcasting**. Wadsworth Publishing, c1978.
9. Rather, Dan. **The Camera Never Blinks: Adventures of a TV Journalist**. Morrow, 1977.
10. Quintilian. **Instituto Oratoria of Quintilian**. Harvard University Press, 1921-22.
11. Riekehof, Lottie L. **The Joy of Signing: The New Illustrated Guide For Mastering Sign Language and the Manual Alphabet**. Gospel Publishing House, c1978.
12. Vonnegut, Kurt. **Slaughterhouse-Five: Or, the Children's Crusade, a Duty-Dance with Death**. Delacorte Press, 1969.
13. Kuhn, Annette. **Power of the Image: Essays on Representation and Sexuality**. Routledge & Kegan Paul, 1985.
14. Hodge, Bob. **Children and Television: A Semiotic Approach**. Stanford University Press, 1986.
15. Dorr, Aimbee. **Television and Children: A Special Medium for a Special Audience**. Sage Publications, c1986.
16. Moody, Kate. **Growing up on Television: The TV Effect: A Report to Parents**. Times Books, c1980.
17. Allen, Woody. **Annie Hall**. Script Collectors Service, 1976.
18. Packard, Vance Oakley. **The Hidden Persuaders**. Pocket Books, 1981, c1980.
19. Rubin, Rebecca B. **Communication Research: Strategies and Sources**. Wadsworth Publishing Co., 1986.
20. **Language Learning Disabilities in School-Age Children**. Williams & Wilkins, c1984.
21. Burroughs, William S. **Junkie**. Penguin Books, 1977.
22. De Luca, Anthony R. **Personality, Power, and Politics: Observations on the Historical Significance of Napoleon, Bismarck, Lenin and Hitler**. Schenkman Publishing Co., c1983.
23. Dearden, James. **Fatal Attraction**. Paramount Pictures Co., 1987.
24. Kaplan, E. Ann. **Rocking Around the Clock: Music, Television, Post-modernism, and Consumer Culture**. Methuen, 1987.
25. Schneider, Cy. **Children's Television: The Art, The Business, and How it Works**. NTC Business Books, c1987.
26. **The Norton Anthology of English Literature**. Norton, c1987.
27. Lao-tzu. **Tao te ching: A New Translation by Gia-fu Fang and Jane English**. Vintage books, 1972.
28. Luterman, David, editor. **Deafness in Perspective**. College-Hill Press, c1986.
29. Long, Roger Emmet, editor. **Drugs and American Society**. Wilson, 1986.
30. Schatz, Thomas. **Hollywood Genres: Formulas, Filmmaking, and the Studio System**. Temple University Press, c1981.
31. **Museum of Fine Arts, Boston**. Newsweek, 1969.
32. Truffaut, Francois. **Hitchcock**. Simon and Schuster, c1984.
33. Hole, John W. **Essentials of Human Anatomy & Physiology**.
34. Burrows, Thomas D. **Television Production: Disciplines and Techniques**. W.C. Brown, c1992.
35. Cater, Douglas. **TV Violence and the Child: The Evolution and Fate of the Surgeon General's Report**. Russell Sage Foundation, 1975.
36. Turabian, Kate L. **A Manual for Writers of Term Papers, Theses, and Dissertations**. University of Chicago Press, 1987.
37. Winick, Mariann P. **The Television Experience: What Children See**. Sage Publications, c1979.
38. Gayeski, Diane M. **Corporate and Instructional Video: Design and Production**. Prentice-Hall, c1983.
39. **Historic Costume In Pictures**. Dover Publications, 1975.
40. Cameron, James. **Aliens**. ☞