

## **Collection and Resources Development Policy**

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### **Popular Culture**

Popular culture is often described as the people's culture. It encompasses a range of subjects - sociology, literature, anthropology, history and cultural studies - and draws on television, movies, theatre, art, magazines, radio, music, sports, fashion, health, politics, trends, community life and advertising.

#### **Collection overview**

Popular culture materials are often only valued for their mass appeal, intended to be used and discarded, rather than collected. It is for these reasons as well as in recognition of the importance of popular culture sources to future researchers that the Library has increased its collecting of these materials. Greater collecting of popular culture material suitable for display feeds into the Library's exhibitions program. A wealth of popular culture material, in all formats, exists in the collections across the Library.

#### **Collection strengths**

Some examples of popular culture material collected are:

- advertising catalogues of the larger Victorian department stores
- Australian fanzines or zines from the 1990s onwards
- comic books published in Australia from the 1920s onwards featuring the work of Australian writers or artists, as well as general material on overseas comic books
- graphic novels
- independently produced rock music CDs and DVDs
- magazines
- opolitical leaflets and posters
- popular fiction, including pulp crime fiction from the 1950s and 1960s
- popular Victorian internet sites (archived to PANDORA)
- postcards and greetings cards
- posters
- theatre programs
- tourist leaflets and brochures
- film and television studies

#### **Material not generally collected**

- packaging
- stamps
- t-shirts