



A SELECTIVE GUIDE TO MATERIALS AND RESOURCES IN COMMUNICATION AND MASS MEDIA

This selective guide contains a bibliography of titles and electronic resources that will assist the students in locating materials for Communication and Mass Media. It outlines a general approach to finding materials and resources housed in the F.D. Bluford Library and also electronic sources that may be on the internet or on CD-Roms. This guide will help students organize their research and at the same time give them some tips on research strategy. Remember that researching any topic can seem overwhelmingly difficult.

Using the INNOPAC

Establishing what resources the library owns on the subject you are researching should be your first priority. In order to find that information, the student must use the INNOPAC, the online catalog in our library. The INNOPAC can be searched by **AUTHOR**, **TITLE**, **KEYWORD**, **JOURNAL TITLE** and by **SUBJECT HEADING**. If you are going to do a **keyword search** you can either enter a word that may appear in the title or in the description of the work. If you are going to do a **subject search** you should use the Library of Congress Subject Headings located next to the computer workstations to help you determine the correct heading to use. There are several other options on narrowing or limiting your search and on identifying similar titles. Please refer to the INNOPAC Handout at the Information Center for more detailed instruction or ask for assistance from a Reference Librarian.

Encyclopedias

Encyclopedias are also a good place to start, especially if you are unfamiliar with the topic. Articles in encyclopedias are often written by recognized authorities and tend to provide established facts and ideas about the topic, its history, basic theories, and important persons who have written related articles. Also, most encyclopedia articles close with a bibliography that may help you to establish your literature search. Encyclopedias of speaking may also provide excellent sources for elements and examples in speech writing.

Note: When using encyclopedias, first consult the index volume, usually the last volume of the set. This will tell you if your topic has an article devoted entirely to it or if it is discussed within an article on a related subject.

Complete Speaker's and Toastmaster's Library – **A&T Ref PN 4121 B68 1992**

Encyclopedia of Rhetoric and Composition – **A&T Ref PN 172.E53 1996**

The Encyclopedia of American Television: Broadcast Programming Post World War II to 2000
– **A&T Ref PN 1992.5 L33 2003**

Encyclopedia of Communication and Information – **A&T Ref P 87.5 E53 2002**

Encyclopedia of Television – A&T Ref PN 1992.18.E53 1997
International Encyclopedia of Communications – A&T Ref P 87.5 I5 1989
International Encyclopedia of Linguistics – A&T Ref P 29 I58 1991

Handbooks and Dictionaries

Handbooks and dictionaries can help you throughout your research by providing quick, factual information that you may need to support your ideas. Furthermore, often handbooks have brief instructions, guides, quotations, and examples that may be useful for you to implement into your work. Dictionaries provide brief entries that are quick and helpful sources for the definition or identification of a term, quote, or person.

Associated Press Reporting Handbook – A&T Ref PN 4781.S395 2002
Broadcast Communications Dictionary – A&T Ref PN 1990.4.D5 1989
Dictionary of Communication and Media Studies – A&T Ref P 87.5 W38 1997
Dictionary of Linguistics and Phonetics – A&T Ref P 29 C65 1997
Dictionary of Media and Communication Studies – A&T Ref P 87.5 W38 2000
Gale Directory of Publications and Broadcast Media – A&T Ref Z 6951.A97 1990
Handbook of Child Language Acquisition – A&T Ref P 118 H348 1999
Handbook of Interpersonal Communication – A&T Ref BF 637.C45 H287 1994
Hargrave's Communications Dictionary – A&T Ref TK 5102. H37 2001
History of the Mass Media in the United States – A&T Ref P 92 U5 H55 1998
Hoover's Handbook of World Business – A&T Ref HG 4009.H66 1995-1996
International Advertisers and Agencies – A&T Ref HF 5804.S73 1995-1999
International Directory of Company Histories – A&T Ref HD 2721. I63 1998
News: Reporting and Writing – A&T Ref PN 4781.L67 1996
The Publicity Handbook: How To Maximize Publicity – A&T Ref HD 59.Y33 1991
Speech-Language Pathology Desk Reference – A&T Ref RC 423 R586 1998
Women and Mass Communications – A&T Ref P 94.5 W65 L45 1991
World Radio and TV Handbook – A&T Ref TK6540.W67 1997

Indexes and Abstracts (Printed)

To locate articles that are pertinent to your research, you need to use indexes and abstracts to journal and newspaper literature. The printed indexes and abstracts are located in the Reference Collection by call number. They are especially useful for pre-1990s literature search. The CD-ROMS are located behind the Reference Desk and must be checked out from the desk. Internet accessible products or web databases are available via F.D. Bluford Library's homepage:

<http://www.library.ncat.edu>

Business Periodical Index (A&T Ref Indexes Z7164.C81.B983)1959-1995

A basic index to more than 422 business periodicals. Among the fields index are chemical industry, communications and public relations.

Historical Abstracts (A&T Ref Indexes Z6205.H66) 1955-1988

Covers articles, books and dissertations in the field of world history excluding the U.S. and Canada

Humanities Index (A&T Ref Indexes A13.H85) 1985-1997

This index offers citations to articles, book reviews, obituaries, bibliographies, interviews, and

reviews in almost 350 English-language humanities periodicals. Subjects covered include journalism, art, film, communications, philosophy, photography, and world literature.

LLBA, Linguistics and Language Behavior Abstracts (A&T Ref Indexes Z7001.L15) 1973-2001

Covers communication, discourse analysis and rhetoric, verbal and nonverbal communication in addition to all areas of language and linguistics. Scholarly articles.

PAIS Bulletin (A&T Ref Indexes Z7163 P9) 1980-1990

PAIS addresses itself to issues of public policy, with emphasis on factual & statistical information. It indexes publications on all subjects.

Readers' Guide to Periodical Literature (A&T Ref Indexes A1 3 R4) 1900 –

The *Readers' Guide* indexes magazine and journal articles on a variety of current topics of general interest. It focuses on popular magazines rather than academic journals. In addition to indexing periodical articles, the *Readers' Guide* contains a book review index, citing reviews of various general interest books.

Social Science Index (A&T Ref Indexes A13. S62) 1974-1996

This index to articles in more than 400 international social science periodicals covers economics, international relations, political science, psychology, and other studies.

Electronic Databases

Selecting the best bibliographic database or print index for your information need is an important step in any search for information. Each electronic database and print index is unique in its subject coverage and scope, although there may be some overlap between them.

ABI Inform Global - NCLIVE

The most scholarly and comprehensive way to explore and understand business research topics is by using this database. It provides fast access to information on 60,000 + companies with business and executive profiles.

Biography Resource Center

This full text database can be searched for people based on one or more personal facts such as birth and death year, nationality, ethnicity, occupation or gender, or combine criteria to create a custom search.

Business Source Elite - NCLIVE

Approximately 5000 companies are included in the database. Select “Company Profile”, click on the hyperlink for your company and then click on “PDF Complete Report”.

Ethnic Newswatch

Designed to provide the “other side of the story”. Offers additional viewpoints from those proffered by the mainstream press. This full-text database searches the ethnic press and covers stories from Asian, Latino, African-American, and Native American newspapers.

Expanded Academic Index - NCLIVE

Searching can be done by subject headings or by keyword. Results can be limited to articles that appeared in peer-reviewed journals or can be limited to full-text articles only. The database contains over 10,180,000 records. Because of the size of this database and the quality of the peer-reviewed journals selected, this is a good database to search.

Hoover's Company Capsules and Profiles - NCLIVE

This database can be searched in several languages. It provides brief information on companies covered by Hoover such as financial summary, locations, competitors and the names of top

company officials.

Lexis – Nexis Academic Universe

For communication students, Lexis-Nexis is especially useful for its coverage of domestic and international newspapers. Transcripts of popular U.S. news programs (e.g., Meet the Press, CNN, Online News Hour with Jim Lehrer) may be searched. Because the database is full-text, searches should be constructed to be as specific as possible to limit retrieval to a reasonable number of documents. Searches may be limited by date, by placement of the key search words in the headline, and by a whole host of other search features. Students studying communication law or freedom of expression in the press will find Lexis useful for locating Federal or State legal cases. Lexis-Nexis Academic Universe also contains a substantial collection of full text magazines.

Linguistics and Language Behavior Abstract

This database covers a wide range of areas related to the nature and use of language. Major topics include phonetics, phonology, syntax and semantics. It also includes comprehensive coverage of linguistics including descriptive, historical, comparative, theoretical and geographical linguistics and applied linguistics.

Mergent Online

Provides balance sheet information, income statements, annual reports and other detailed information on corporations in the U.S. and abroad.

PAIS International (Public Affairs Information Service)

International in scope, P.A.I.S. covers all areas of public policy and can be useful for many paper topics in communications. This database often has citations on the media and press in a particular country.

Sage Full Text Collections

This database offers full text access to the most popular peer-reviewed journals published by Sage Publications. The Collections include more than 20,000 articles, book reviews, and editorials, with all the original graphics and tables. Within the Collections is a special database for communications with 17 journals.

Web of Science - Web

A multidisciplinary database covering the journal literature in all areas of research, it indexes more than 5,700 major journals. Web of Science is made up of the Arts & Humanities Citation Index, Social Science Citation Index, Science Citation Index, Index Chemicus and Current Chemical Reactions. The three citation databases may be searched together or in any combination. Easy Search Mode is used to search a person, place or topic. Full Search Mode is used for citation searching.

Wilson Web

Select “OmniFile Full Text Mega,” using the down menu select subject database you wish to search. The eleven databases can be searched simultaneously. Indexing and abstracting for all articles in journals covered by Wilson Web, whether or not they include full text, is included in OmniFile.

Journal List

The following is a list of selected print journals, which are national research and professional

publications. Print journals are located on the lower level of the library and current issues are located next to the service desk in alphabetical order. Bound issues are arranged by call number. Some titles are on microform. Be sure to use the Innopac to determine the exact location and format of a particular title.

Best Newspaper Writing

Columbia Journalism Review

Communication Arts

Communication Education

Communication Monographs

Communication Quarterly

Communication World

Communications

Editor and Publisher

Educational Communication and Technology

General Linguistics

IRAL: International Review of Applied Linguistics

Journal of Communication

Journalism

Journalism and Mass Communication Educator

Journalism and Mass Communication Quarterly

JQ. Journalism Quarterly

Southern Communication Journal

The Journalism Educator

Government Documents

Government Documents cover a broad range of topics including criminal justice; laws and regulations; congressional hearings; Supreme Court opinions; and economic, demographic and agricultural statistics. You can access our Government Documents Collection several ways: through the Innopac Catalog using GPO Access; the printed Monthly Catalog housed in the Index Area; GPO on CD-ROM and using the Internet. These items are classified by the Superintendent of Documents Classification Scheme and must be retrieved using that call number. The library's Government Documents Department is located on the lower level of the library. On the first floor of the library is a workstation dedicated solely to accessing government documents using CD-ROMs or accessing governmental agencies through the Internet.

Statistical Sources

Statistics provide a factual basis for your ideas. Most of the handbooks and electronic resources listed will give some general statistics. The following resources can provide information on very specific topics, either giving the actual data or listing citations to books, articles, or reports that will have the needed information.

Agricultural Statistics 2003 - A&T GSM SERIALS HD1751 A43 2003

Housing Statistics of the United States - A&T Ref HD7293 A1 H654 (Current edition on Ready Reference)

Statistical Abstract of the United States - **A&T Ref HA202.A384** (Current edition on Ready Reference)

Statistical Abstract of the World - **A&T Ref HA154.S68** (Current edition on Ready Reference)

Internet Resources

American Communication Association

This professional association site has information about its activities, an online peer-reviewed journal and numerous links to what ACA feels are the best online resources.

Access <http://www.americancomm.org>

AJR (American Journalism Review)

This is the companion website to the journal of the same name. Contains news, column and features from the journal.

Access <http://www.ajr.org>

Columbia Journalism Review

This is the companion website to the journal of the same name. It sees itself as a “watchdog of the press in all forms, from newspapers and magazines to radio, television, and cable to the wire services and the Web.

Access <http://www.cjr.org>

FAIR (Fairness & Accuracy in Reporting)

Fair, a national media watch group, has been criticizing media bias and censorship since 1986. FAIR advocates greater diversity in the press and scrutinizes media practices that marginalize public interest, minority and dissenting viewpoints.

Access <http://www.fair.org>

Newslink

An academic and professional research and consulting firm studying electronic publishing and visual journalism, Newslink has links to newspapers, television and radio stations and magazines throughout the United States and other countries.

Access <http://newslink.org>

Newswatch: A Consumer’s Guide to the News

This site contains links to key media news and to some of the better known academic, institutional and watchdog sites.

Access <http://newswatch.org>

University of Iowa Department of Communication Studies

A site with links to media studies in advertising, cultural studies, film studies, gender and race, visual communication and social science.

Access <http://www.uiowa.edu/~commstud/>

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