MASS COMMUNICATIONS 390  
Persuasive Communication

FINDING BACKGROUND MATERIAL

You have several assignments in this class that will require you to do some digging on various topics. The following print (in call number order) and online reference titles will provide you with good background and overview information on business, mass communications, psychological, and sociological aspects of persuasive communication. They may also help you decide on a topic, or give you suggestions for further reading. The print titles are located in the reference section of the library, and the online reference databases can be accessed from the library main page.

Persuasive Communication

*Encyclopedia of Human Behavior*  REF BF 31 .E5 1994  Also in *Gale Virtual Reference Library*
*Encyclopedia of Psychology*  REF BF 31 E52 2000
*Encyclopedia of Human Emotions*  REF BF 531 .E55 1999
*Encyclopedia of Leadership*  REF HD 57.7 .E53 2004
*Encyclopedia of Business Ethics and Society*  REF HF 5387 .E53 2006 Also in *GVRL*
*Encyclopedia of Advertising*  REF HF 5803. A38 2003
*Encyclopedia of Sociology*  REF HM 425 .E5 2000 Also in *GVRL*
*Encyclopedia of Communication and Information*  REF P 87.5 .E53 2002

Community-based Projects (Project Citizen, Project Stability, Project WGIMM?)

*Encyclopedia of Sociology*  REF HM 425 .E5 2000 Also in *GVRL*
*Encyclopedia of World Poverty*  REF HV 12 .E54 2006 Also in *GVRL*
*Encyclopedia of Homelessness*  REF HV 4493 .E53 2004
*Encyclopedia of Crime and Justice*  REF HV 6017 .E52 1983 Also in *GVRL*
*Encyclopedia of Criminology*  REF HV 6017 .E5295
*Encyclopedia of Health & Behavior*  REF R 726.5 .E53 2004
*Encyclopedia of Public Health*  REF RA 423 .E53 2002
*Gale Encyclopedia of Diets*  REF FA 734 .G345 2008

FINDING MATERIAL IN THE CATALOG

After you have found some background information on persuasion, voting rights, nutrition, and rural development, you'll need more detailed information in books, journal articles and newspaper articles, as well as other sources. Kelly Library shares a catalog (*innopac.hal.org*) with three other libraries: King University, Washington County (VA) Public Library and Tazewell County Public Library in a consortium known as Holston Associated Libraries. Some staff refer to the catalog as HAL.
Your valid student ID will let you borrow books from any of these libraries, and there is also a service where you can request items through the catalog, and have them delivered to Kelly Library. Besides containing the holdings (in all formats) of four libraries, the catalog has other powerful features, such as ways to search and the ability to limit your search. Below is a screen shot of a subject search on rural development.

Clicking on the one result for Rural Development—Appalachian Region, Southern—History opens this:

Note the subject headings at the bottom of the record. If you’re looking for more information about rural development, improving the economy, and raising employment, clicking on these subject headings might lead you to more useful material.

FINDING MATERIAL IN DATABASES

Kelly Library subscribes to numerous databases that can help you find material for your research projects in this class. You can access them all from the A – Z Databases page, including from off-campus.
EBSCO Databases

Kelly Library subscribes to many databases from a library services company called EBSCO. Several of these databases will contain periodical articles relevant to your research assignments. Try: Academic Search Complete, Business Source Complete, CINAHL, Communication and Mass Media Complete, Education Research Complete, Health Source Complete: Nursing / Academic Edition, Legal Collection, Military and Government Collection Psychology & Behavioral Sciences Collection, and Women’s Studies International. Below are screen shots of a search on nutrition education AND obesity AND rural in Health Source Complete: Nursing / Academic Edition and one on ex-felons AND voting in Military and Government Collection.
Other Useful Databases

**JSTOR**
Hundreds of highly-regarded scholarly journals covering many academic fields.

**Lexis Nexis**
Good for legal research. Also contains a large newspaper database.
ProQuest Dissertations & Theses Global

Full-text dissertations (not periodicals) dating back to 1997 and indexing / abstracting back to the 1740s.

PsycINFO / PsycARTICLES

PsycARTICLES is the full-text component of PsycINFO, an index of thousands of psychology journals.
WorldCat
A bibliographic (not a periodical) database of millions of stand-alone items (books, DVDs, internet resources, etc.). Can be very useful identifying material if you are having trouble locating relevant items in Kelly Library. Then, you can use the **interlibrary loan** service to obtain some of these titles.
What If the Periodical Article Is Not Full-Text in the Database I’m Searching?

What do you do if you spot an article that looks good in the database you’re searching, but it is not full-text? Enter the periodical title in the E-Journals by Title list. It will tell you if the journal containing the article you want to read is available in another database. For example, in the screen shot from Health Source Complete: Nursing / Academic Edition, there is an article (“Using the Child as Change Agent for Preventing Childhood Obesity…”) from the July 2013 issue of Journal of Nutrition Education & Behavior, and it is not full-text in that database. Searching the E-Journals by Title list shows you that the article is available for the years 2002-2005 only in several databases. To get the article, you would need to use the interlibrary loan service.

INTERLIBRARY LOAN SERVICE

Although Kelly Library has an enormous amount of paper and online material, you will probably find citations to items that the library does not own. Our staff will try to obtain these items for you through the interlibrary loan service, ILLiad. Under the Services column on the library home page, you will see the link. For first-time users, you will need to fill out a registration form. Before you order, please check the catalog (for book and periodical print holdings) and the E-Journal by Title list to make sure the library doesn’t already own the material. You should allow 5-7 working days to receive your request, so plan accordingly. There is no charge.

NATIONAL AND LOCAL STATISTICS AND USEFUL WEBSITES

American FactFinder  http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml
Bureau of Criminal Justice Statistics  http://www.bjs.gov/
County and City Extra: Annual Metro, City, and County Data Book 2011  REF HA 203 .C68 2011
State and Metropolitan Area Data Book, 2010  REF HA .U5724 2010
Note: Both the 2007 County & City Extra and 2010 State & Metro Area Data Book can be found at  https://www.census.gov/compendia/databooks/pdf_version.html  .
Mount Rogers Health District  http://www.vdh.state.va.us/lhd/mtrogers/
Mount Rogers Planning District Commission  http://www.mrpdc.org/
Nonprofit VOTE  http://www.nonprofitvote.org/voting-as-an-ex-offender/
ProCon.org  http://felonvoting.procon.org/
for the first 50 requests per academic year, but after that, there is a $5 minimum fee (or whatever the lending
library charges). If you have any questions about this service, contact Patty Greany or Jane Caldwell.

DOCUMENTATION

Whenever you quote an author’s exact words or unique ideas, you must credit that source to avoid plagiarism. There are numerous academic documentation styles, and Kelly Library has the \textit{MLA Handbook, Manual for Writers of Term Papers, Theses and Dissertations} (Turabian), \textit{Publication Manual of the American Psychological Association}, \textit{APA Style Guide to Electronic References} and \textit{The Chicago Manual of Style} on permanent reserve at the Circulation Desk. Use the documentation style your professor requires. Diana Hacker’s \textit{A Writer’s Reference} (also on permanent reserve) has a good section on the APA, MLA, and Chicago styles. If you click on the \textbf{Research Tips} link under the \textbf{Research} heading, you will see links to the Purdue University \textbf{Online Writing Lab}, OWL (\url{http://owl.english.purdue.edu/owl/}), as well as some other sites.

\textbf{Remember:} If you need help using or locating any of the materials mentioned in this handout, please ask a reference librarian or circulation staff member for assistance. If that staff member cannot help you, he or she will direct you to someone who can. The librarians are: Jane Caldwell, Patty Greany, Jody Hanshew, and Janet Kirby. The \textbf{circulation staff members} are: Adam Alley, Jennifer Bassett, David Lyons, Holly McCormick, and Melissa Phelps. There is a reference librarian on duty until 9pm Sunday-Thursday and all day Friday and Saturday during the regular semesters.

You can reach us by:
\begin{itemize}
  \item calling the Circulation Desk at \textbf{ext. 6208}
  \item emailing \texttt{askalibrarian@ehc.edu}
  \item visiting the library in person
\end{itemize}