



MASS COMMUNICATION 101

Mass Media and Society

GETTING STARTED IN THE LIBRARY (AND ON YOUR TOPIC)

First, make sure that you have visited the library's website at library.ehc.edu. Many of the resources listed in this handout will be accessed or located there. Second, unless you are already an expert on your topic, some background information or a general overview might be useful. The titles listed below, all located in the reference section of Kelly Library, have good articles on science related topics. They are examples of **specialized encyclopedias**—they focus on a particular subject, as compared to **general** encyclopedias, such as *Americana* or *World Book*.

ABC-CLIO Companion to the Media in America P92.U5 H58

Encyclopedia of Communication and Information REF P 87.5 .E53

Encyclopedia of Social Movement Media REF P 96 .A44 E53 2011

Encyclopedia of Gender in Media REF P 96 .S5 .E53

Encyclopedia of Censorship REF Z 657 .G73

Webster's New World Dictionary of Media and Communications REF P87.5 .W45

In addition to many print resources in the reference section, there are several databases that contain reference-type material. Try doing a search on "race AND media" (or the topic of your choice) in **Credo Reference**.

[Credo Reference](#)

[Gale Virtual Reference Library](#)






[Biography in Context](#)

You can find links to these databases on Kelly Library's [A-Z Databases](#) list.


FINDING MATERIAL WITH THE CATALOG

After you have found some general information, you might want longer, more detailed information. One great place to look is in the [online catalog \(innopac.hal.org\)](http://innopac.hal.org). Emory & Henry College belongs to a group, or a consortium, of four libraries called **Holston Associated Libraries**, and they share a common catalog. Sometimes you will hear library staff members refer to the catalog as **HAL**. All types of items are in our catalog; besides books, there are DVDs, CDs, maps, electronic books and other electronic resources. You can search for material in several different ways: by **subject, title, author** and **keyword**.

The screenshot below is from a **subject** search for **women in mass media**.

SUBJECTS (1-38 of 38)		Women in mass media.																					
1	  <p>Reviews & More</p>	<p>Action chicks : new images of tough women in popular culture</p> <p>New York : Palgrave Macmillan, 2004. 2004</p> <p>E&H Kelly</p>	<table border="1"> <thead> <tr> <th>Copies</th> <th>LOCATION</th> <th>CALL #</th> <th>STATUS</th> </tr> </thead> <tbody> <tr> <td></td> <td>E&H Kelly Main Collection</td> <td>P94.5.W652 U614 2004</td> <td>CHECK SHELVES</td> </tr> <tr> <td colspan="4">1 copy available at E&H Kelly Main Collection</td> </tr> <tr> <td colspan="4">Click here to view full record</td> </tr> </tbody> </table>	Copies	LOCATION	CALL #	STATUS		E&H Kelly Main Collection	P94.5.W652 U614 2004	CHECK SHELVES	1 copy available at E&H Kelly Main Collection				Click here to view full record							
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2	  <p>Reviews & More</p>	<p>Challenging images of women in the media : reinventing women's lives</p> <p>Lanham, Md. : Lexington Books, c2012. c2012</p> <p>King Bristol</p>	<table border="1"> <thead> <tr> <th>Copies</th> <th>LOCATION</th> <th>CALL #</th> <th>STATUS</th> </tr> </thead> <tbody> <tr> <td></td> <td>King Bristol Circ Books</td> <td>P94.5.W65 C465 2012</td> <td>CHECK SHELVES</td> </tr> <tr> <td colspan="4">1 copy available at King Bristol Circ Books</td> </tr> <tr> <td colspan="4">Click here to view full record</td> </tr> </tbody> </table>	Copies	LOCATION	CALL #	STATUS		King Bristol Circ Books	P94.5.W65 C465 2012	CHECK SHELVES	1 copy available at King Bristol Circ Books				Click here to view full record							
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Click here to view full record																							
3		<p>Circuits of visibility : gender and transnational media cultures</p> <p>New York : New York University Press, ©2011. 2011</p> <p>E&H E-Resources, King E Resources</p>	<table border="1"> <thead> <tr> <th>Copies</th> <th>LOCATION</th> <th>CALL #</th> <th>STATUS</th> </tr> </thead> <tbody> <tr> <td></td> <td>E&H Electronic Resource</td> <td></td> <td>INTERNET</td> </tr> <tr> <td></td> <td>King Electronic Resource</td> <td></td> <td>INTERNET</td> </tr> <tr> <td colspan="4">No copies available</td> </tr> <tr> <td colspan="4">Click here to view full record</td> </tr> </tbody> </table>	Copies	LOCATION	CALL #	STATUS		E&H Electronic Resource		INTERNET		King Electronic Resource		INTERNET	No copies available				Click here to view full record			
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Here is the full record for one of those results. It gives you information about the book, its location and availability status.

 <p>Reviews & More</p>	<p>Title Action chicks : new images of tough women in popular culture / edited by Sherrie A. Inness.</p> <p>Imprint New York : Palgrave Macmillan, 2004.</p>						
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	<p>Descript viii, 293 p. : ill. ; 22 cm.</p> <p>Bibliography Includes bibliographical references and index.</p> <p>Contents Boxing Gloves and Bustiers": New Images of Tough Women / Sherrie A. Inness -- Lara's Lethal and Loaded Mission: Transposing Reproduction and Destruction / Claudia Herbst -- Gender, Sexuality, and Toughness: The Bad Girls of Action Film and Comic Books / Jeffrey A. Brown -- "It's a Girl Thing": Tough Female Action Figures in the Toy Store / Sherrie A. Inness -- Embodying an Image: Gender, Race, and Sexuality in La Femme Nikita / Charlene Tung -- Throwing Down the Gauntlet: Defiant Women, Decadent Men, Objects of Power, and Witchblade / David Greven -- The Cruellest Season: Female Heroes Snapped into Sacrificial Heroines / Sara Crosby -- No Cage Can Hold Her Rage? Gender, Transgression, and the World Wrestling Federation's Chyna / Dawn Heinecken -- Tough Love: Mamas, Molls, and Mob Wives / Marilyn Yaquinto -- "Tough Enough": Female Friendship and Heroism in Xena and Buffy / Sharon Ross -- Little Miss Tough Chick of the Universe: Farscape's Inverted Sexual Dynamics / Renny Christopher.</p>						

These sample searches are very basic; there are many ways you can limit or tailor your search. We won't go deeply into that now, but the library staff wants you to be aware of the catalog and that it has the holdings in all kinds of formats of its member libraries. The most important thing to remember is to ask for help!

WHAT DO THESE STRANGE LETTERS AND NUMBERS MEAN?

After you have found books and other material in the catalog, how do you find these things in the library? The call numbers may not look like what you are used to in your school learning resource center or local public library. That's because Kelly Library uses the [Library of Congress classification system](#), and your school or public library probably used the **Dewey Decimal** system. Both classification schemes do the same thing: group library materials together by subject. To help make things clearer, take a look at this interactive [tutorial](#) (<http://uri.libguides.com/c.php?g=42388&p=268465>) from the University of Rhode Island to help you decipher Library of Congress call numbers. Also, if you are having a tough time finding items on the shelves, do not hesitate to ask any circulation staff member or reference librarian for help.

In general, most of the circulating items are on the top floor of the library. The reference collection, periodicals and newspapers are on the main floor. The ground floor has the IT Help Desk, an open computer lab (Kelly Lab), the McGowan Lab, and a government documents collection.

FINDING MATERIAL BY USING DATABASES

Besides books, you will want articles. Articles generally fall into two groups: popular magazines and scholarly periodicals. You have online access to both kinds of articles through the many databases this library subscribes to. Kelly Library subscribes to many online full-text and partially full-text databases that would be helpful in locating material for your research assignments in this class. You may access them from the library web page (www.library.ehc.edu) by clicking on the **A-Z Databases** link.

[Academic Search Complete](#)

Academic Search Complete is a periodical database that includes both popular and scholarly journals. It has full text articles as well as indexing and abstracting for many more journals. Another similar database to try is [General Onefile](#).

[America's Newspapers](#)

Contains thousands of newspapers, and can be helpful locating material on local or regional events.

[Communication & Mass Media Complete](#)

CMMC offers indexing and abstracts for more than 700 titles and full text for over 440 communication and mass media related journals.

[JSTOR](#)

JSTOR is an online journal collection that has the backfile of hundreds of journals, usually with a moving wall of three to five years.

[New York Times](#)

Full text coverage of the New York Times from 1851 to the present. One time registration is required

[E&H OneSearch](#)

Have you tried using **E&H OneSearch**? It's our new discovery search product that allows you to search most of the

library's databases (including the catalog) simultaneously. You can access it from the **main library page**, or the **A-Z Databases** list.

Kelly Library also subscribes to about 400 print journals, magazines, and newspapers. Print periodicals are kept on the main floor of the library, with current issues in the periodicals alcove.

WHAT DOES "SCHOLARLY" VERSUS "POPULAR" MEAN?

Throughout your college career, you will hear professors and librarians mention popular magazines and scholarly journals. Or, your professors may tell you to rely on scholarly, not popular sources. What does that mean? Generally, articles in popular magazines, such as *Time*, *Sports Illustrated*, *Glamour*, *Psychology Today*, etc. are geared toward a large audience. Scholarly journals, such as the *American Historical Review*, *American Journal of Psychology*, *Mind*, *International Journal of Ethics*, etc. are aimed at scholars and students in specialized fields. *People* is a magazine about celebrities and popular culture; the *Journal of Popular Culture* studies and analyzes it. There is a [helpful chart](http://libguides.skidmore.edu/c.php?g=35911&p=227911) (<http://libguides.skidmore.edu/c.php?g=35911&p=227911>) on the Skidmore College's Library website that will help you distinguish the differences between the two types of publications.

WHAT DO YOU DO IF AN ARTICLE IS NOT FULL-TEXT IN A DATABASE?

If you're looking, for example, in [Academic Search Complete](#), and you find an article that is not full-text, what do you do? Go to our [E-Journals by Title](#) list! An article citation that may not be full-text in one database may very well be full-text in another one of the library's dozens of databases. Just search for the title of the journal to retrieve a list of databases that offer it in full text, along with which years are available. If it is not available at all in Kelly Library, you may want to obtain the item through **interlibrary loan**. If you have trouble using this e-journal article finder, please speak with the librarian providing reference service.

INTERLIBRARY LOAN

Although Kelly Library has a large collection of periodicals, books and full-text databases, you will find citations to materials this library does not own. The library staff will try to obtain article photocopies or borrow books for you through the **interlibrary loan** process. Please carefully choose items to request and double-check the [E-Journals by Title](#) list for journal articles and the [online catalog](#) for books to be sure that Kelly Library does not already own the material. Also, the library staff asks that you do not submit more than 10 requests for returnable material (books) at one time. You should allow about 2-4 days for article copies and 5-7 days (books) for your requests to arrive. Although there is generally no charge to students, faculty, and staff for requesting up to 50 items in a year, there is a five dollar charge per request for more than 50. Also, if the lending library charges a fee, we pass that fee to the library user.

To request items through interlibrary loan, you will need to register (one time only) on **ILLiad**, our online ordering system. The [interlibrary loan](#) link is under the **Services** column on the library main page. If you need help registering or ordering, please ask a library staff member for assistance. For other questions about interlibrary loan, please contact **Jane Caldwell** or **Holly McCormick**.

DOCUMENTATION AND PLAGIARISM

Plagiarism is serious academic misconduct. The **E&H Academic Code** clearly states that it is a student's responsibility to give credit to another person's exact words or unique ideas. The **Honor Code** reinforces this concept with the statement that one of its elements is "A commitment to abstain from all forms of cheating and plagiarism." Documenting sources correctly will help you avoid this mistake in your papers and presentations. In high school, you may have already had some experience with the Turabian style of documentation. Your professors will talk to you more in-depth about this issue. Three other common styles you may hear your professors mention are **MLA** (Modern Language Association), **APA** (American Psychological Association) and the **Chicago Manual of Style**. The library has guides for all of them. Also, on the library's [Research Tips](#) page, there are links to several helpful sites.

FINDING GOOD INTERNET SITES

There are lots of good web pages, and some that are not so good. In high school your teachers and media specialists have probably given you some advice on telling the good from the bad. Widener University's Wolfgram Library has a good YouTube [tutorial](#) on evaluating web sites.

(http://www.widener.edu/about/campus_resources/wolfgram_library/evaluate/default.aspx)

In addition to pages you find on your own with your favorite search engines, the librarians in Kelly Library have pulled together high-quality web sites, subscription databases and print resources by subject. Take a look at the library's [Subject Resources](#) ; you may see a resource you can use. [Google Scholar](http://scholar.google.com/) (<http://scholar.google.com/>) is another good way to locate more academic-oriented material on the web.

YOUR BEST RESOURCE

Your best resource in the library is the people who work here! If you are having problems locating or using any of these resources, **please ask a library staff member for assistance**. We're here to help you with your information needs. Kelly Library's schedule is posted here; changes in hours will be posted there and on our social media. Librarians provide reference assistance Monday-Thursday 8am-7pm and Friday 8am- 5pm during the fall and spring semesters.

Librarians: Jane Caldwell, Jody Hanshew, Janet Kirby, Holly McCormick

Circulation staff: Adam Alley, Cindy Goodson, Christine Mitten, Missy Phelps, Courtney Sheets

Also, the Writing Center is available to help you with grammar, organization and documentation. Check its schedule and locations at <http://ehcweb.ehc.edu/faculty/fmitchel/writing/announcements.htm> .

Remember: We're here to help you with your information needs. Please don't hesitate to ask us for help. You can reach us by calling the Circulation Desk at **ext. 6208**, emailing askalibrarian@ehc.edu, or visiting the library in person.

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