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MASS COMMUNICATIONS 250

Women and Media

Note: If you are viewing this on your instructor's ANGEL website, or the [Guides and Publications](#) link on the library website, note that there are many live hyperlinks. You can just click and go directly to that web site.

FINDING BACKGROUND INFORMATION

To effectively study and analyze your topic for the research project in this class, you will need some background information. A good place to begin looking for this type of information is Kelly Library's reference collection. The specialized encyclopedias and guides in the reference collection can help you by:

- Providing background / historical information;
- Helping you refine your topic (after some research, you might decide you need to broaden or narrow it);
- Giving you some suggestions for further reading.

All of the titles listed below come from the reference collection (listed in call number order), and contain information on some aspect of women or gender issues and media.

Encyclopedia of Psychology, 2000. REF/BF/31/.E52

Encyclopedia of Applied Psychology, 2004. REF/REF/BF/636/.E52

St James Encyclopedia of Popular Culture, 2000. REF/E/169.1/.S764/2000

The Fifties (and Sixties, Seventies, Eighties, and Nineties) in America, 2005-2009. REF/E/169.12/.S252

Online as [Salem History: The Decades](#) on the [A – Z list](#).

CQ Researcher, 1991--2000. REF/H/35/.E352. Also online under [CQ Electronic Library](#) on the [A – Z list](#).

Encyclopedia of American Cultural and Intellectual History, 2001.

Encyclopedia of Sociology, 2000. REF/HM/425/.E5

Encyclopedia of American Social History, 2993. REF/HN/57/.E58

Violence in America: An Encyclopedia, 1999. REF/HN/90/.V5/V5474

Encyclopedia of Sex and Gender, 2007. REF/HQ/16/.E52/2007

Encyclopedia of Lesbian, Gay, Bisexual and Transgender History in America, 2004. REF/HQ/76.3/.U5/E53

Girlhood in America: An Encyclopedia, 2001. REF/HQ/777/.G57445

Encyclopedia of Women and Gender, 2001. REF/HQ/1115/.E52

Routledge International Encyclopedia of Women, 2000. REF/HQ/1115/.R69

The Women's Movement Today: An Encyclopedia of 3rd-Wave Feminism, 2006. REF/HQ/1115/.Ww644/2006

Women's Studies Encyclopedia, 1999. REF/HQ/115/.W645/1999

Oxford Encyclopedia of Women in World History, 2008. REF/HQ/1121/.O93/2008

Women and American Television: An Encyclopedia, 1999. REF/PN/1992.8/.W65

[Gale Virtual Reference Library](#). Online in the [A – Z list](#).

FINDING MATERIAL IN THE CATALOG

After you have found some background information, you will need to find more detailed information by using the catalog and online databases. Kelly Library shares a [catalog](#) (www.hal.org) with three other libraries: King College, Tazewell County Public Library, and Washington County Public Library. This group is known as **Holston Associated Libraries**, and sometimes you will hear staff refer to the catalog as **HAL**. With your student ID card, you may check out materials from all of these libraries. You may access the library's catalog by going to the library [web page](#). Clicking on the third button down will take you to the catalog. You can look for material by author, title, keyword, or subject heading. The catalog also has some more advanced searching features, such as the ability to limit your search to location, language, type of material, etc. Look at the examples below. The screen shot on the right is a **subject search** (women in media); clicking on the subject heading gives you the **brief browse** display in

the right screen shot. You can see that the catalog contains electronic books and audiovisual material as well as books.

The left screenshot shows a search results page for 'women in mass media'. The search results are displayed in a table with columns for 'Num Save', 'SUBJECTS (1-4 of 4)', and 'Media Year'. The first item is 'Action chicks: new images of tough women in popular culture / edited by Sherrie A. Inness. E&H', with a call number of c1999. A red arrow points to this item.

The right screenshot shows the full record for the selected item. The title is 'Action chicks: new images of tough women in popular culture / edited by Sherrie A. Inness.' The publisher is 'New York: Palgrave Macmillan, 2004.' The edition is '1st ed.' and the description is 'viii, 293 p. : ill. ; 22 cm.' The call number is 'P94.5.W652 U614 2004' and the status is 'CHECK SHELVES'. A red arrow points to the call number.

Clicking on one of the brief browse items opens the **full record**. That is where you will find the call number and more detailed information, including the call number and location.

Record 1 of 13
Record: [Prev](#) [Next](#)

Title Action chicks : new images of tough women in popular culture / edited by Sherrie A. Inness.

Publisher New York : Palgrave Macmillan, 2004.

Connect to

- [Contributor biographical information](#)
- [Publisher description](#)
- [Table of contents](#)

LOCATION	CALL #	STATUS
E&H Main Collection	P94.5.W652 U614 2004	CHECK SHELVES

Edition 1st ed.

Descript viii, 293 p. : ill. ; 22 cm.

Bibliog. Includes bibliographical references and index.

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 Witthblade / 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 Heineken -- Tough Love: Mamas, Molls, and

If you don't have any particular title or author in mind, the following "official" subject headings might help you get started. **Women and mass media** is a broad topic that has many aspects, so obviously, this is a **very** selective list. You might also try searching these subjects as **keywords**—sometimes the difference in results can be surprising. If you are not finding information you can use, please speak with a librarian.

Body image	Sex on television
Gender identity in mass media	Sex role in mass media
Mass media and sports	Stereotype (psychology) in mass media
Mass media—influence	Stereotypes (social psychology)
Mass media—social aspects	Video games
Mass media—United States	Violence in popular culture
Popular culture—United States	Women in advertising
Sex in advertising	Women in mass media
Sex in mass media	Women in television broadcasting

FINDING MATERIAL BY USING DATABASES

Kelly Library subscribes to several online full-text and partially full-text databases that will help you find material for your research projects in this class. All of them are available by clicking on the [A – Z Online Databases](#) list, the second button on the [library page](#).

EBSCO DATABASES

Kelly Library subscribes to many databases from EBSCO, a library services company. Several of them will contain periodical articles relevant to your research assignments. Try these: [Academic Search Complete](#), [Communication & Mass Media Complete](#), [PsycArticles](#), [PsycInfo](#) and [Psychology and Behavioral Sciences Collection](#), and [Women's Studies International](#). Please note that *PsychInfo* is indexing only. The user interface for all of the EBSCO databases is the same.

The screenshot shows the EBSCO database search interface for 'Communication & Mass Media Complete'. The search query is 'celebrity OR fame AND mass media AND women'. The results page shows 38 matches. The interface includes a search bar, navigation tabs, and a sidebar with filters for Source Types and Subject: Thesaurus Term. Red arrows point to the search bar, the 'Source Types' filter, and the 'Limit your results' sidebar.

In this database, I did a search on **celebrity OR fame AND mass media AND women** in *Women's Studies International*. It resulted in 38 matches, and after perusing the list, most of the citations look good. Note the columns to the left and right of the search results: there are several ways a search can be fine-tuned.

JSTOR

This database has 300+ almost completely full-text scholarly journals. Although there is a time lag or "moving wall" of 2-5 years, the database goes back to volume 1, issue 1 for each title included JSTOR.

The screenshot shows the JSTOR database search interface. The search query is 'women AND portrayal AND "music videos"'. The interface includes a search bar, navigation tabs, and a sidebar with filters for Type, Date Range, and Language. A red arrow points to the search bar.

Search Results

(((women) AND (portrayal)) AND Search - OR - Modify Search

search within these results

Items Images in JSTOR Images in ARTstor

Results 1-25 of 36 for << (((women) AND (portrayal)) AND ("music videos")) in multiple titles >>

Sort by: Relevance Display: 25 per page

Page 1 of 2 < Previous | Next > Go to page

Select/unselect all Save citation(s) (Requires login)

1. **"Where My Girls At?": Negotiating Black Womanhood in Music Videos**
[Rana A. Emerson](#)
Gender and Society, Vol. 16, No. 1 (Feb., 2002), pp. 115-135
[Item Information](#) | [Page of First Match](#) | [PDF](#) | [Export this Citation](#)
2. **The Impact of Factual versus Fictional Media Portrayals on Cultural Stereotypes**
[Sheila T. Murphy](#)
Annals of the American Academy of Political and Social Science, Vol. 560, The Future of Fact (Nov., 1998), pp. 165-178
[Item Information](#) | [Page of First Match](#) | [PDF](#) | [Export this Citation](#)
3. **Dilemmas of Femininity: Gender and the Social Construction of Sexual Imagery**
[Linda Kalof](#)
The Sociological Quarterly, Vol. 34, No. 4 (Nov., 1993), pp. 639-651
[Item Information](#) | [Page of First Match](#) | [PDF](#) | [Export this Citation](#)

I chose the **advanced** search option for **women AND portrayal AND "music videos"** and retrieved a list of nearly 30+ full-text articles.

OmniFile Full Text Mega and General OneFile

Both are partially full-text databases of popular and scholarly periodicals covering a variety of subjects; they complement EBSCO's *Academic Search Complete*. The screen shots below are from *OmniFile*; the search is for articles on **women AND image AND fitness magazines** yielded 14 hits.

Wilson Web Advanced Search

Important Message

Searching In: OmniFile Full Text Mega

Advanced Search

Basic Search Browse Search History Thesaurus Print Email Save Exporting/Citing Create Alerts

Help Journal Directory E&H Home Library Home

FIND women and image and fitness magazines as: All - Smart Search All - Smart Search All - Smart Search

Sort By: Relevance Start

Limit Dates to: Any Year Within last 12 months From Year: To Year:

Limit to: Full Text Articles Page Image (PDF) Peer Reviewed

Expand: Also search within the full text of the articles, for extra results

Document Type: All Physical All Subject Area: All Applied Science & Technology (AST) Art (ART)

In the screen shot below, notice the column to the left of the search results, and the tab above the results—ways to tweak a search.

Search Results
 14 Records found for women <in> Smart Search AND image <in> Smart Search AND (fitness magazines) <in> Smart Search
 In **OmniFile Full Text Mega**

Find:

Search Within Results New Search

Modify Search Create Alert RSS Feed Link To Search

ALL RESULTS FULL TEXT FULL TEXT PDF PEER REVIEWED NON-PEER REVIEWED

Content Discovery Keys Get Marked (0) | Clear Marks Sort By: Date Records: 10 per Page Page: 1 2 Page#:

New Search By Subject Brief | Full

Body image
 Women in periodicals
 Men / Psychology
 Women college students / Psychology
 Men / United States
 Women's periodicals / Germany
 Sex discrimination in sports
 Attitudes toward homosexuality

Narrow These Results
 By Author
 By Subject
 By Date of Creation

1 Krmar, M., et. al., [Understanding the Process: How Mediated and Peer Norms Affect Young Women's Body Esteem](#). *Communication Quarterly* v. 56 no. 2 (May 2008) p. 111-30
 Search E&H holdings Save to My WilsonWeb

2 Hardin, M., et. al., [Challenge and Conformity on "Contested Terrain": Images of Women in Four Women's Sport/Fitness Magazines](#). *Sex Roles* v. 53 no. 1/2 (July 2005) p. 105-17
 Full Text PDF Search E&H holdings Save to My WilsonWeb

3 Yang, C. F. J., et. al., [Male Body Image in Taiwan Versus the West: Yangqiang Zhigui Meets the Adonis Complex](#). *The American Journal of Psychiatry* v. 162 no. 2 (February 2005) p. 263-9
 Search E&H holdings Save to My WilsonWeb

4 Hatoum, I. J., et. al., [Mags and Abs: Media Consumption and Bodily Concerns in Men](#). *Sex Roles* v. 51 no. 7/8 (October 2004) p. 397-407
 Full Text PDF Search E&H holdings Save to My WilsonWeb

5 Cameron, E. M., et. al., [Body Satisfaction in College Women after Brief Exposure to Magazine Images](#). *Perceptual and Motor Skills* v. 98 no. 3 (June 2004 pt1) p. 1093-9

World Catalog

This database is not full-text, but it does contain millions of records. If Kelly Library's holdings on a subject are not satisfactory in some way, *WC* is a good way to identify materials. Then, you can request them through **interlibrary loan** (more on that below).

FirstSearch
 WorldCat Advanced Search

Enter search terms in one or more boxes and click on Search.
 WorldCat Hot Topics:

Home Databases Searching Staff View My Account

Basic Search Advanced Search Expert Search Previous Searches Go to page

Current database: WorldCat

Search Clear

Search in database: WorldCat (Updated: 2007-02-19)
 OCLC catalog of books and other materials in libraries worldwide

Search for: situation comedies Keyword
 and women Keyword
 and Keyword

Limit to: Year (format: YYYY-YYYY)
 Language No Limit Show all languages ...
 Number of Libraries All

Limit type to: match any of the following
 Books Serial Publications Articles
 Visual Materials Sound Recordings Musical Scores
 Computer Files Archival Materials Maps

See the following example. If I want to identify material on **women** and **situation comedies**, doing a search in *World Catalog* is a good way to find items on that topic. Then, I can request these through interlibrary loan. Also, note that if Kelly Library owns title, an ownership label is attached to the record.

WorldCat results for: kw: women and ((kw: situation and kw: comedies)) and dt="bks" - (Save Search)
Records found: 38 Rank by: Number of Libraries

Limit results: Any Audience Any Content Any Format Search

- Images of schoolteachers in twentieth-century America : paragons, polarities, complexities /**
 Author: Joseph, Pamela Bolotin.; Burnaford, Gail E.
 Publication: New York : St. Martin's Press ; 1994
 Document: English : Book
 Libraries Worldwide: 409 EMORY & HENRY COL
 More Like This: Search for versions with same title and author | Advanced options...
 See more details for locating this item
- The sitcom reader : America viewed and skewed /**
 Author: Dalton, Mary M.; Linder, Laura R. Publication: Albany : State University of New York Press, 2005
 Document: English : Book Internet Resource
 Libraries Worldwide: 405
 More Like This: Search for versions with same title and author | Advanced options...
 See more details for locating this item
- Humour in society : resistance and control /**
 Author: Powell, Chris.; Paton, George E. C.
 Publication: New York : St. Martin's Press, 1988
 Document: English : Book
 Libraries Worldwide: 360
 More Like This: Search for versions with same title and author | Advanced options...
 See more details for locating this item
- Generations : academic feminists in dialogue /**
 Author: Looser, Devoney.; Kaplan, E. Ann.
 Publication: Minneapolis : University of Minnesota Press, 1997
 Document: English : Book

What If It's Not Full-Text?

What do you do if you find some articles whose titles look good, but are not full-text in the database you are looking at?

Let's go back to the first citation in the *OmniFile* example: the article "Understanding the Process: How Mediated and Peer Norms..." May 2008 issue of *Communication Quarterly*. It is **not** full-text. You will need to check the [Full-Text EJournals list](#), which can be found on the [library main page](#) and the [A-Z list](#).

Find: Communication Quarterly Search Advanced search

Titles where title name contains 'Communication Quarterly': 8
Page list: 1. "Business Communication Quarter" to "Visual Communication Quarterly" page: 1

Business Communication Quarterly
 Business Source Complete 1995 to present
 Communication & Mass Media Complete 1995 to present
 General OneFile 1995 - 2005
 ISSN: 1080-5699 Online ISSN: 1552-4191
 Publisher: Sage Publications
 Subject: Business and Economics -- Business and Economics; Communications and Journalism -- Communications

Communication Booknotes Quarterly
 Communication & Mass Media Complete 1998 to present (Embargo: 1 year)
 ISSN: 1094-8007 Online ISSN: 1532-6896
 Publisher: Taylor & Francis Group
 Subject: Communications and Journalism -- Communications -- Abstracting, Bibliographies and Statistics

Communication disorders quarterly
 Communication & Mass Media Complete 1999 - 2008
 General OneFile 1999 - 2007
 ISSN: 1525-7401 Online ISSN: 1538-4837
 Publisher: Hammill Inst. on Disabilities
 Subject: Education -- Special Education and Rehabilitation; Medicine and Health Sciences -- Medical Sciences -- Pediatrics

Communication quarterly
 Communication & Mass Media Complete 1976 to present (Embargo: 1 year)
 Wilson OmniFile Full Text Mega Edition - Full Text Only 2002 - 2004
 ISSN: 0146-3373 Online ISSN: 1746-4102
 Publisher: Taylor & Francis Group

So, although this article is **not full-text** in *OmniFile*, you do have full-text access to it in another database.

Can I Get to These Databases from Off-Campus?

If you are off-campus and would like to access the subscription databases, it's easy to do. Simply type in the library's URL (www.library.ehc.edu), go to the A-Z list, and then select a database. When you click on that first

database, you will be asked to enter your user name and password, just as if you were using a computer in one of the campus labs. Or click on [Off Campus Access Instructions](#) at the top of the [A-Z list](#).

Points to Remember about Using the Databases

- Using the advanced search screen lets you tailor your search.
- In general, use **quotation marks** to search words as a phrase and parentheses to group two or more concepts with the connector word **or**.
- All of the databases have options to let you limit your search, such as publication date.
- Don't be afraid to change your search terms if you're not finding articles.
- Keeping some kind of log of search terms used in different databases can be helpful.
- If an article is not full-text in one database, it may be full-text in another. Use the [Full-Text EJournals](#) list to find out.
- Please ask for assistance if you are not finding what you need.

INTERLIBRARY LOAN

Although Kelly Library has many books, periodicals and full-text electronic services, you will probably find citations to materials not owned by Kelly Library. Our staff will try to obtain these items for you through [interlibrary loan](#) (under the fifth button on the [library main page](#)). The ordering system is electronic; you will have to complete a one-time registration before you can request articles. If you need help with this, please speak with a library staff member. **Also, please check the [catalog](#) (for books and print periodical holdings) and the [Full-Text EJournals](#) list to make sure Kelly Library does not own the material.** Generally, you should allow 5 to 7 working days to receive material requested through interlibrary loan, so plan accordingly. There is no charge for the first fifty requests per academic year; after that, there is a \$5 minimum (or whatever the lending library charges us). If you have questions about using this service, please speak with Patty Greany or Jane Caldwell.

DOCUMENTATION

Whenever you quote an author's exact words or use his or her unique ideas, you must credit that source to avoid plagiarism. Academic fields have various documentation systems to credit the authors. Kelly Library has the *MLA Handbook, Manual for Writers of Term Papers, Theses and Dissertations* (Turabian), *Publication Manual of the American Psychological Association* and *The Chicago Manual of Style* on permanent reserve at the Circulation Desk. Use the style requested by Prof. Lauder. Take a look at [Citing Resources](#) link on the [library main page](#). The Online Writing Lab, [OWL](#), at Purdue University, (<http://owl.english.purdue.edu/owl/section/2/>) has good examples of how to arrange your sources in APA, Chicago, and MLA styles. Diana Hacker's *A Writer's Reference* (also on permanent reserve) has tips on writing papers as well as documentation examples. The Tutors at the E&H [Writing Center](#) can help you with grammar, organization, and documentation matters, although they cannot "edit" your paper. The Writing Center is located in M-S 233 (ext. 6796).

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 Circulation Desk staff members are: David Baber, David Lyons, Pat Maiden, Juanita Ratliff, Shelby Smith, Sarah Beth White, and Tonya White.

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 jec/E&H/2-07/rev3-10