www.library.ehc.edu

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 website.

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

Online as *Salem History: The Decades* on the A – Z list.
*Encyclopedia of Women and Gender*, 2001. REF/HQ/1115/.E52

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 website. 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.

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.

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
- Gender identity in mass media
- Mass media and sports
- Mass media—influence
- Mass media—social aspects
- Mass media—United States
- Popular culture—United States
- Sex in advertising
- Sex in mass media

- Sex on television
- Sex role in mass media
- Stereotype (psychology) in mass media
- Stereotypes (social psychology)
- Video games
- Violence in popular culture
- Women in advertising
- Women 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.

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.
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.

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.
World Catalog

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

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.
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.

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/](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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