

Finding Books

You can find books in the [UT Library Catalog](#) (or the OhioLINK Central Catalog) using keywords for your topic or use the subject headings and related topics such as those listed below. More help is available from the [UTMOST Library Guide](#). Some examples:

Commercial Art	Broadcasting	Advertising
Journalism	Public Relations	Radio Broadcasting
Mass Media	Censorship	News Reporting
Propaganda	Mass Communication	Public Speaking

Finding Specific Titles and Subject Searching

Specific titles are also in the [UT Library Catalog](#). Searching by **Subject** will also retrieve additional sources on a specific topic. Some examples:

<u>Title</u>	<u>Subject</u>
Ads, Fads, and Consumer Culture	Advertising – United States
The Politics of Broadcasting	Broadcasting Policy
Interpreting Popular Music	Musical Criticism
How to Talk So People Listen	Persuasion (Psychology)
How to Cover, Write, and Edit Sports	Sports Journalism

Finding Articles

[Communication & Mass Media Complete](#) offers cover-to-cover (“core”) indexing and abstracts for over 300 journals, and selected (“priority”) coverage of over 100 more, for a combined coverage of over 400 titles. Many major journals have indexing, abstracts, PDFs and searchable citations from their first issues to the present (dating as far back as 1915).

[Film & Television Literature Index](#) is the online resource for film and television research. It is a comprehensive bibliographic and full text database covering the entire spectrum of television and film. Subject coverage includes film & television theory, preservation & restoration, writing, production, cinematography, technical aspects, and reviews. The database provides cover-to-cover indexing and abstracts for more than 270 publications (and selected coverage of more than 300), as well as full text for more than 70 journals and nearly 50 books.

[LexisNexis Academic](#) provides access to a wide range of news, business, legal, medical, and reference information from nearly 5,000 sources, most of them available in full text. The service covers newspapers, magazines, wire services, federal and state court opinions, federal and state statutes, federal regulations, and SEC filings. News information is updated daily and wire services several times daily.

[AP Images](#) is one of the world's largest collections of historical and contemporary imagery. The AP Images collection is updated every minute of the day and includes entertainment, fashion, news and sports coverage from The Associated Press and a diverse selection of content partners.

Reference Sources

Key Concepts in Journalism Studies	PN4731 .K49 2005
Dictionary of Media and Communication Studies	P87.5 .W38 2006
Associated Press Stylebook And Briefing On Media Law	PN4783 .A83 2004
Advertising Media A to Z	HF5826.5 .S848 2004
Project Censored Guide to Independent Media and Activism	P88.8 .P765 2003
Encyclopedia of American Journalism	PN4855 .E53 2008
Careers In Communications	P91.6 .N67 2005
The Advertising Age Encyclopedia Of Advertising	HF5803 .A38x 2003

Reference Sources (continued)

Communication, Cultural and Media Studies: The Key Concepts	P90 .H33463x 2002
Literature Suppressed on Political Grounds	Z658.U5 K37 2006
Encyclopedia of Political Communication	JA85 .E65 2008
Women in Communication: A Biographical Sourcebook	P94.5.W65 W667 1996
Encyclopedia of Television News	PN4888.T4 E53 1999

Internet Resources

- ❖ It is important to remember when searching for information on the 'free web' that there is no quality control or editors. The information you find may be biased, neither accurate nor dependable.
- ❖ The following is a list of sites that have been reviewed in terms of their authority, objectivity, and accuracy. They can provide you with objective and reliable information.

Federal Communications Commission

<http://www.fcc.gov/>

The Federal Communications Commission (FCC) is an independent United States government agency, directly responsible to Congress. The FCC was established by the Communications Act of 1934 and is charged with regulating interstate and international communications by radio, television, wire, satellite and cable. The FCC's jurisdiction covers the 50 states, the District of Columbia, and U.S. possessions.

Television News Archive

<http://tvnews.vanderbilt.edu/>

An archive of television news, containing descriptions and abstracts of 725,000 broadcast news stories from 30,000 individual network evening news broadcasts from the major U.S. national broadcast networks: ABC, CBS, NBC, and CNN, and more than 9,000 hours of special news-related programming including ABC's Nightline since 1989.

The Museum of Broadcast Communications

<http://www.museum.tv/>

Home to the only National Radio Hall of Fame, the MBC's mission is to collect, preserve, and present historic and contemporary radio and television content as well as educate, inform, and entertain through our archives, public programs, screenings, exhibits, publications and online access to our resources.

Statistical Assessment Service

<http://www.stats.org/>

Founded in 1994, STATS is a non-profit, non-partisan Statistical Assessment Service whose goals are to correct scientific misinformation in the media resulting from bad science, politics, or a simple lack of information or knowledge; and to act as a resource for journalists and policy makers on major scientific issues and controversies.

Professional Associations

- ❖ While hundreds of professional communication organizations exist, the following is meant to serve as a brief introduction to the information that professional associations offer in their area of the discipline.

The American Communication Association

<http://www.americancomm.org>

Founded in 1993, ACA is a not-for-profit professional association committed to enabling the effective use of new and evolving technologies to facilitate communication instruction, research and criticism, and to offer a technologically supportive venue for all who study the ways in which humans communicate.

The National Association of Broadcasters

<http://www.nab.org>

The National Association of Broadcasters is a trade association that advocates on behalf of more than 8,300 free, local radio and television stations and also broadcast networks before Congress, the Federal Communications Commission and the Courts.

The Public Relations Society of America

<http://www.prsa.org/>

The world's largest organization for public relations professionals. The Society has more than 28,000 professional and student members, organized into more than 100 Chapters nationwide, including 19 Professional Interest Sections, which represent various counseling firms, independent practitioners, hospitals, schools, and professional and nonprofit organizations.

Society of Professional Journalists

<http://www.spj.org/>

The nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior.