



# Library Services Course Guide ~ Mass Communication

## About our Course Guides:

Each page is dedicated to the areas covered by the courses offered here at RPCC. Each page lists various types of resources, including printable guides and handouts, suggested databases for research, selected e-books and books in our collection, and links to relevant online resources.

## For more information on course offerings, visit the following web pages:

Catalogs: <http://www.rpcc.edu/catalogs.cfm>

Technical Programs: <http://www.rpcc.edu/technicalPrograms.cfm>

## Suggested Databases:

Click on any **Databases** link on the Library website to access these. Please note that access from off-campus will require your Library User ID (or Alt ID) & PIN, or, for some resources, a different User ID & Password. See our page on [Using Online Library Resources From Home](#).

- **Academic Search Complete**
- **CQ Researcher**
- **LexisNexis**
- **Newspaper Source**

## Selected E-Books:

The **eBook Collection** from EBSCOhost is our largest provider of e-books (electronic copies of printed books PDF format), available 24 hours a day, 7 days a week. **eBook Collection** has an easy-to-use search interface. You will be prompted to login with your 12-digit Library User ID to access these e-books from off-campus. Please see our Tutorials on eBook Collection from EBSCOhost for more information.

- *Always Already New: Media, History and the Data of Culture*, 2006, by Lisa Gitelman.
- *Avoiding the Subject: Media, Culture and the Object*, 2004, by Justin Clemens.
- *Careers in Communication*, 2005, by Shonan R. Noronha.
- *Educating the Consumer-citizen: A History of the Marriage of Schools, Advertising, and Media*, 2003, by Joel H. Spring.
- *Free Market Missionaries: The Corporate Manipulation of Community Values*, 2006, by Sharon Beder.
- *Kids and Media in America*, 2004, by Donald F. Roberts.
- *The Media Handbook: A Complete Guide to Advertising Media Selection*, 2003, by Helen E. Katz.
- *Media Spectacle*, 2003, by Douglas Kellner.

Visit our eBook Collections, <http://library.rpcc.edu/ebooks.html>, for links to eBook Collection from EBSCOhost and other e-book collections. Please note that books that are still protected by copyright may not be available online in full-text from the free sources.

## Locations of Mass Communication Resources in the Library:

Mass Communication-related topics can be found in resources located in these Library of Congress call number ranges:

- **HE7601 to HE8700.9** - Telecommunication industry.
  - **HE8689 to HE8700.9** - Radio and television broadcasting.
- **HF5801 to HF6182** - Advertising.
- **P87 to P96** - Communication. Mass media.
- **PN1990 to PN1992.92** - Broadcasting.
  - **PN1991 to PN1991.9** - Radio broadcasts.
  - **PN1992 to PN1992.92** - Television broadcasts.

### **Selected Books in the Library:**

- *20 Ads That Shook the World*, 2000.  
Call number: **HF 5811 .T9 2000**
- *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*, 2000.  
Call number: **HF 5823 K363 2000**
- *Career Opportunities in Cable, Video and Multimedia*, 4<sup>th</sup> Edition, 1999.  
Call number: **HE 8700.4 .R43 1999**
- *Cultural Diversity and the U. S. Media*, 1998.  
Call number: **P 94.5 .M552 U628 1998**
- *From Talking Drums to the Internet: An Encyclopedia of Communications Technology*, 1997.  
Call number: **P 96 .T42 G374 1997**
- *It's Show Time! Media, Politics, and Popular Culture*, 2000.  
Call number: **P 94.65 .U6 I88 2000**
- *Mass Media: Opposing Viewpoints*, 2005.  
Call number: **P 92 .U5 M276 2005**
- *The Media in American Politics: Contents and Consequences*, 1999  
Call number: **HE 8689.7 .P6 P35 1999**
- *Opportunities in Television and Video Careers*, Revised Edition, 2003.  
Call number: **PN 1992.55 .N67 2003**

### **Selected Journals, Magazines & Newspapers:**

Print periodicals are located in C-119 (LRC)

- *Adbusters*
- *Newsweek*
- *Time*
- *U.S. News & World Report*

### **Online Resources:**

The following resources have been reviewed and selected in collaboration with relevant faculty. Please note that websites outside of RPCC are beyond our control. We strive to ensure that the sites that we recommend are reliable and valid sources of high-quality information. Please let us know if you find any consistently dead links.

- **Cyber College**  
<http://www.cybercollege.com/index.htm>  
Offers access to free resources in mass communication studies, including the Cybertext, *Elements of Mass Communication*, [http://www.cybercollege.com/frtv/frtv\\_ind.htm](http://www.cybercollege.com/frtv/frtv_ind.htm), and other resources.
- **Terra Media**,  
<http://www.terramedia.co.uk/index.htm>  
Offers extensive information on mass media, including timelines, images, etc.