

Guide to library resources:

Communications & Multimedia



ECU LIBRARY

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1. Introduction

Searching for information can be as informal as browsing the shelf to using the Library's web-based resources. Knowing what to look for and how to do it will save many hours during your studies. This guide is designed to help you find your way around the information resources available in ECU Library. It includes suggestions on developing a search strategy, understanding references, using the catalogue and finding journal articles.

You can seek help from members of the library team in the library, developing confidence in your own search strategies as you go.

Help is also available at service points in the Library and from the CCI Faculty Library Team, see section 9 (end) of this Guide.

You have just received your first assignment. Where do you start? A search strategy means thinking through the steps needed to complete the assignment. While you will develop your own method over time, here is a starting point:

Define the topic and scope of your assignment by

- Being sure you know what your lecturer requires. Ask questions. Has your lecturer provided a reading list? This can save you a lot of time in the library.
- Working out a time frame. When is the paper due? How much time do you need to satisfy what is being asked of you? Set a cut off point when the search ends and the writing begins. Do you need to limit your topic in consultation with your lecturer to make it achievable as an assignment?
- Not postponing your visit to the library too long as this is when the true extent of your task emerges. You may find there is too much or too little information on your topic or you may find you need to recall that important book from a colleague or request a video from another campus. And it all takes time.
- OK, so how do I start my topic and obtain an overview of it? -Use specialist dictionaries and encyclopedias of visual arts and/or websites to obtain an overview of your topic and identify terms to search on in the Library catalogue and its Indoor suite of subscribed electronic databases which help you find current journal articles on your topic.

2. Reference Works for Communications & Multimedia

Advertising

[Dictionary of marketing and advertising / Jerry M. Rosenberg.](#)

Rosenberg, Jerry M. (Jerry Martin)

R 658.8003 ROS

[Macmillan dictionary of marketing and advertising / \[edited by\] Michael J. Baker.](#)

R 658.8003 MAC 3rd ed.

[Dictionary of marketing, advertising and public relations / Frank Jefkins.](#)

Jefkins, Frank, 1920-

R 658.8003 JEF 2nd ed.

[International dictionary of marketing and communication / by Frank Jefkins.](#)

Jefkins, Frank, 1920-

R 658.8003 JEF

[Encyclopedia Of Advertising : An Encyclopedia Containing More Than 1100 Entries Relating To Advertising, Marketing, Publishing, Law, Research, Public Relations, Publicity And The Graphic Arts](#)

Graham, Irvin, 1912-

R 659.103 GRA 2d ed.

Communications

[Encyclopedic dictionary of semiotics, media, and communications / Marcel Danesi.](#)

Danesi, Marcel, 1946-
R 302.203 DAN

[Webster's New World dictionary of media and communications / Richard Weiner.](#)

Weiner, Richard, 1927-
R 302.2303 WEI Rev. and updated.

[Communications standard dictionary / Martin H. Weik.](#)

Weik, Martin H.
R 384.03 WEI 2nd ed.

[From Talking Drums To The Internet : An Encyclopedia Of Communications Technology](#)

Gardner, Robert, 1929-
R 302.203 GAR

Film & Video

[International dictionary of broadcasting and film / Desi K. Bognár.](#)

Bognár, Desi K. (Desi Kégl)
R 384.5403 BOG 2nd ed.

[The film studies dictionary / Steve Blandford, Barry Keith Grant, Jim Hillier.](#)

Blandford, Steven.
791.4303 BLA

[Critical dictionary of film and television theory / edited by Philip Simpson and Roberta Pearson.](#)

R 791.4301 CRI

[The Facts on File dictionary of film and broadcast terms / Edmund F. Penney.](#)

Penney, Edmund.
R 302.2303 PEN

[Dictionary of film terms : the aesthetic companion to film analysis / Frank E. Beaver.](#)

Beaver, Frank E. (Frank Eugene).
R 791.4303 BEA Rev., expanded and updated ed.

Interactive Multimedia

[The dictionary of multimedia : terms & acronyms / Brad Hansen.](#)

Hansen, Brad.
R 006.7 HAN 4th ed.

[The Cyberspace Lexicon : An Illustrated Dictionary Of Terms From Multimedia To Virtual Reality](#)

Cotton, Bob.
004.03 COT

[The Hutchinson Dictionary Of Computing, Multimedia, And The Internet.](#)

R 004.1603 HUT

Journalism

[The Language Of Journalism : A Glossary Of Print-Communications Terms.](#)

Kent, Ruth Kimball.
R 070.03 KEN 1st ed.

[Encyclopedia of American journalism / Stephen L. Vaughn, editor.](#)

R 070.03 ENC

Media Studies

[Dictionary of media and communication studies / James Watson and Anne Hill.](#)

Watson, James, 1936-
R 302.203 WAT 6th ed.

[Encyclopedic dictionary of semiotics, media, and communications / Marcel Danesi.](#)

Danesi, Marcel, 1946-
R 302.203 DAN

[The encyclopedia of daytime television / Wesley Hyatt.](#)

Hyatt, Wesley.
R 791.457509 HYA

[Mass media : a chronological encyclopedia of television, radio, motion pictures, magazines, newspaper](#)

Hudson, Robert V. (Robert Vernon), 1932-
R 001.510973 HUD

[The New York times encyclopedia of television / Les Brown ; contributing editors, Richard Block ...](#)

Brown, Les, 1928-
R 791.4503 BRO

Photomedia

[Dictionary of photography and digital imaging : the essential reference for the modern photographer](#)

Ang, Tom.
R 770.3 ANG

[The Focal Encyclopedia Of Photography](#)

R 770.3 FOC 3rd ed.

[Encyclopedia of twentieth-century photography / Lynne Warren, editor.](#)

R 770.90403 ENC

[The encyclopedia of practical photography / Michael Freeman.](#)

Freeman, Michael, 1945-
770.28 FRE

[Encyclopedia of digital photography : the complete guide to digital imaging and artistry / Tim Daly.](#)

Daly, Tim.
778.3 DAL

[The encyclopedia of photographic techniques : a comprehensive A-Z of techniques and an inspirational](#)

Davies, Adrian, 1953-
771 DAV

Public Relations

[Dictionary of marketing, advertising and public relations / Frank Jefkins.](#)

Jefkins, Frank, 1920-
R 658.8003 JEF 2nd ed.

[International dictionary of marketing and communication / by Frank Jefkins.](#)

Jefkins, Frank, 1920-
R 658.8003 JEF

[Encyclopedia Of Advertising : An Encyclopedia Containing More Than 1100 Entries Relating To Advertising, Marketing, Publishing, Law, Research, Public Relations, Publicity And The Graphic Arts](#)

Graham, Irvin, 1912-
R 659.103 GRA 2d ed.

3. Gathering the information

Once you understand your topic, and have a rough idea of what type of information you need, you must then gather all this information. This information must cover all elements of the assignment and must be relevant.

A useful place to begin is the reading list that is included with your unit outline. This list generally includes citations of books, journal articles, and other useful resources.

Your lecturer may also place materials in high demand in the reserve collection of the library, either as hardcopies in the reserve collection at the library itself, or as electronic copies of articles and book chapters in the eReserve collection available online. These reserve items will usually be noted in the reading list in your unit outline and can be found in the library catalogue by searching the Reserve Collection by Lecturer or Reserve Collection by Unit.

Remember - always copy the full referencing details of every photocopy, Internet site, electronic database or book that you have taken information from.

This will save the frustrating task of retracing your steps when it comes to referencing at the end. It is annoying to have the perfect quote to back up your argument, but not be able to use it because you forgot to write down its referencing details, don't let this happen to you.

4. Library Catalogue

The ECU Library Catalogue provides information on everything available in the entire ECU library system. This includes all books, videos, sound recordings, computer software, music scores and electronic holdings in the general collection, the reference collection, special collections and the reserve collection across all ECU campuses.

The catalogue is menu driven and is searchable by author, title, subject, keyword and call number.

If you have the specific details about a book, or other type of resource, you can search for it by **author** or **title**. When you do not have a reference, and are searching by topic, we recommend using the keyword search. The subject search uses Library of Congress Subject Headings and may not be as intuitive as Keyword search.

Title and author

To search for a specific item, choose the **title** or **author**. The author option may be best if the title is common, e.g. *Media Studies*. Since all titles are listed in alphabetical order, type in as much of the exact title as you know.

"Author" searches for video recordings or films will yield results for director, producer, screenwriter, or lead/key actors, as well as anyone else regarded as "important" e.g. narrators, interviewers, etc.

"Author" searches for music will yield results for composer and artist (individual or ensemble) as well as anyone else regarded as "important" e.g. conductors, etc.

Keyword Search

This option allows you to search for the occurrence of a word, or combination of words, in any field within the catalogue records of the library collection (e.g. titles, subject headings, contents notes and summaries). Use keyword searching first and once you identify useful items you will find a **subject** link in the record which can be used for searching for other items on the same subject.

Subject Search

A subject search in the library catalogue will provide you with all items held within the library collection on a particular topic. The search is done using terms from the Library of Congress Subject Headings which is a standard list of headings. It is advisable to start an initial topic search using keywords which do not need to be as exact as the LCSH. Subject searches on artists will produce results **about** those artists, not by those artists.

Limit/Sort Search

This link allows you to limit the search results found to specific criteria such as year of publication, additional words, type of material – e.g. video, computer software or campus location. For example, if you were looking for videos or DVDs on the French Revolution you could limit the results of your keyword search on **French revolution** to **film/video** by using the **material type** drop down menu.

Some tips:

- Always search the more unusual aspect of the reference. For example, if the title is a common one, e.g. *Introduction to Communications*, but the author has an uncommon surname then search under author.
- Always look up the main item. For example, an article is found **within** a journal and so the journal is the main item – therefore we look up the journal using a **Journal Titles** search. A chapter is found within a book and so we look up the title of the book in the catalogue.
- If looking for journals on a given topic, perform a **subject search**. Combine the name of your subject with the term **periodicals**. For example by searching for **Public Relations periodicals** you will get a list of public relations journals held at ECU.

Access to other libraries: You may need to go beyond ECU Library in your search for information. To accommodate this, Edith Cowan University has negotiated agreements with the libraries of the other universities in Western Australia and Central TAFE.

As a current student of ECU you are able to register as a borrower at UWA, Curtin, Murdoch, Notre Dame or Central TAFE libraries for the duration of the academic year. All you need do is present your ECU Student ID card and proof of enrolment (first time only) to the library you wish to join.

To find items held at these libraries, you can choose the option ‘Search other Library Catalogues’ from the ECU library catalogue menu.

5. Journals

What is a journal, and why should you have to use one?

Journals in academic libraries are similar to magazines in that they are issued periodically, eg weekly, monthly, quarterly etc. but they contain scholarly and/ or research based information on studies at university level. Journals are often therefore also termed periodicals or serials.

You can see that because they appear with such frequency, journals and the articles within them will have more current research and more up to date information in them for your field of study than books, which can take quite some time to be written, edited and published.

You will be expected to use the journal literature when researching your assignments.

To find out if the ECU Library has a particular journal, search the library catalogue under the journal title. You will either get a shelf number for the journal as hard copy or an online entry, or both.

Most of the top journals in your studies are now available online as full text, which means that once you’ve found the title you can click into it and search for journal articles and issues, especially if your lecturer has given you a reference or citation to a known article. You can then read the text or the article; download it to disc or a USB, or email it to yourself or a colleague.

Here is a list of the top journals in Communications and Multimedia which ECU Library gets – for your convenience all these journals are online and full text (a thorough catalogue search will find more journals online, and as hard copy on the library shelves at designated call numbers):

5.1. Journals for Communications & Multimedia

Advertising

Advertising age
Campaign (London)
International journal of advertising
Journal of advertising
Journal of marketing communications
Journal of advertising research

Communications

Asian journal of communication
Australian journal of communication
Communications and the law
Critical Inquiry
Critical studies in mass communication
Journal of popular culture

Interactive Multimedia

IEEE multimedia
Internet research
International journal of instructional media
Journal of educational multimedia and hypermedia
Journal of interactive learning research
Multimedia week
Technology and learning

Journalism

Columbia journalism review
Journalism and communication monographs
Newspaper research journal
Nieman reports

Media Studies

Media Week
American cinematographer
Convergence: the journal of research into new media technologies
Entertainment weekly
Film comment
Film quarterly
Historical journal of film, radio and television
Journal of broadcasting and electronic media
Journal of popular film and television
Media culture & society
Screen
Variety

Photomedia

Afterimage
Aperture
History of photography
News Photographer
Petersen's Photographic

Public Relations

Journal of marketing communications
Journal of public relations research
Public relations review
The public relations strategist
Public relations tactics

5.2. Finding Journal Articles on a Topic

All the above is great if you just want to browse through issues or your lecturer gave you a exact reference to a specific journal article.

But the situation is usually that you have been given just a topic and need to find journal articles on it.

Information on the articles contained within individual journal issues is found by using *journal indexes* also known as *online* or *electronic databases*. These databases contain references for many hundreds of journals in a particular field. These databases run online but should not be confused with the general internet as they are not free and are compiled by professional information companies and you are entering them by virtue of your ECU authentication which stems from your status as an enrolled fee paying student.

If you know the specific name of the databases, eg *TVNews*, simply search for it by title in the library catalogue.

If you want to search a variety of potentially relevant databases to your field of study:

Click on **Journal Articles (Databases)** on the ECU Library Webpage, you can then either click on **find databases by subject** (eg Communications & Multimedia, or, Journalism & Writing) or get a much longer listing by clicking on **databases by faculty**.

Once in a database, you can search by titles, keywords or authors. These databases provide details of article titles, the title of the journal it's from, volume and page numbers and usually an article overview or abstract. It is often possible to search under the journal title and scan through the contents pages of various issues too

Several electronic databases also provide a selection of the full text of journal articles indexed, especially recent ones. This means you will be able to download and /or print the article directly, or email to yourself. This is also an excellent way of retaining the reference details of each article used in your assignment.

For those databases that do not offer the full text of the article you will need to bear in mind that the Library may not physically hold all of the journals you find. By checking the Library catalogue for the title of the journal (not the title of the article) you will be able to see which are held by ECU and which are held at other Libraries. You can search the other University Libraries catalogues via the ECU Library Homepage.

6. Databases for Communications and Multimedia

Specialised databases:

American Film Institute Catalog (note American spelling)

AFI Catalog is a national filmography documenting American films from 1893-1971. Drawing on the expertise of specialist staff at the American Film Institute (AFI), it is a key resource for any educational institution, library, or film organization that is involved with the research, study and teaching of film.

Communication Abstracts

Communication Abstracts is a comprehensive source of information about communication-related publications on a world-wide scale. Communication Abstracts also covers the international literature in film studies, the role of technology in human communications, risk communication, crisis communication and public opinions. 1977 to present.

Factiva

Factiva is a joint venture between Dow Jones and Reuters - two of the world's leading business and news providers. With comprehensive coverage of newspapers, industry journals, company reports, and business publications, Factiva.com gives users the tool to access up-to-the-minute business information.

FIAF International Index to Film Periodicals Plus

The FIAF International Index to Film Periodicals brings together contributions from experts around the world dedicated to film preservation, cataloguing and documentation. It is an essential reference work for any film researcher and contains a wide range of databases and contains many full text articles.

Film Index International

Film Index International provides in-depth indexing of over 121,600 films and biographical information for more than 737,000 personalities. Its rich content also includes coverage of international film awards and prizes as well as searchable plot summaries and full cast and crew lists.

TVNews

Indexes Australian TV news, current affairs etc with links to digitised video content.

WARC - World Advertising Research Center

The World Advertising Research Center (WARC) provision of the latest information and cutting-edge thinking across all areas of marketing communications, with a firm focus on the promotion of best practice, effectiveness and efficiency.

Some general databases - with good Communications & Multimedia coverage:

Academic OneFile

Academic Research Library

APA-FT (APAIS with Full-text)

Cambridge Journals Online

Has a good full text coverage of contemporary cultural issues in media & communications.

IngentaConnect

JSTOR

Good retrospective coverage of older articles in full text.

Oxford Journals

Has a good full text coverage of contemporary cultural issues in media & communications.

ProQuest 5000 International

ProQuest Dissertations and Theses - A&I

Although it has a US bias it is a handy source for checking prior research if any, on your thesis topic, and the 24 page previews of theses can be a more thorough way of checking that out.

Taylor & Francis Online Journals

Has a good full text coverage of contemporary cultural issues in media & communications, including in South East Asia and many articles are by Australian researchers including some from ECU.

7. Browsing and Surfing: less formal ways to find information

All the above has been about directed searches to find specific things.

Browsing the physical library or surfing the internet are still valid ways to find things. They're like window shopping -you may find something you need.

You already know how to browse the library and to surf the internet –so the following are a few hints to help you do it better:

If you are browsing in the library it's worth knowing that it is divided by formats (types of material) into the following areas or sequences:

- Print serial or journal shelves with an 'S' prefix before the shelf number
- Reference collection (encyclopedias, dictionaries) with an 'R' prefix before the shelf number
- Quarto collection (larger sized books) with an 'Q' prefix before the shelf number
- Reserve collection (high demand items for use in the library: increasingly this is going online into the E Reserve module of the library catalogue)
- Videos and DVDs of feature films, television programs and some documentaries are kept in the library. Feature films may be borrowed by FEA students including of course Communications, Arts and WAAPA students.
- Music

To assist with browsing subjects on the shelves ask us for a Communications & Multimedia bookmark. It lists your main Dewey numbers.

Using the internet to find your entire resources for an assignment or to pass an exam is a recipe for failure.

However, used critically, the general internet will provide some good resources, which can be used and referenced alongside more conventional book and journal sourced material.

Often websites are set up by individuals who are learned and qualified in their fields or by professional organisations or societies. Generally these sites are valuable.

Google Scholar is another way in which the internet can provide articles and book reviews of high quality.

Google Scholar is a subset of Google in which the administrators of Google have placed all academic and scholarly material they have rights to.

As an ECU student or staff member, remember to go to Google Scholar through your ECU authentication into the Library. That way you will get a highly enhanced full text version of Google Scholar with the search engine recognising your ECU ISP address and unlocking articles from our subscribed databases.

If you want to get the full ECU version of Google Scholar on your terminal at home, make sure you set your Google Scholar preferences so that you have linked it to ECU Library before you start.

- 1) Open up the Google Scholar page from home
- 2) Click on Scholar Preferences.

- 3) Scroll down to the library links section and type Edith Cowan in the search box. Then click Find Library. Edith Cowan University Library will now appear as an optional library under the search box, click on the box beside it to select.
- 4) Click Save preferences.

Your searches will now include links to ECU library resources and you will need to login using your ADS login before being able to access these resources.

Links are provided through the Library homepage leading to Wikipedia as just one of many free encyclopedias worth visiting.

Wikipedia may be used for a brief overview of a topic, to give you some idea of where you wish to go with your assignment. But remember that you do not know who has put the information up on Wikipedia, so you can't always be sure of accuracy and verifiability. accurate. -As a rule of thumb, articles which bother to include a bibliography (reading list) at the end are usually the sound ones. Some lecturers discourage the use of Wikipedia entirely – so it's worth finding out where your lecturers stand on this one.

To conclude: some basic hints on evaluating what you find in the internet –these rules can apply just as well to print material too:

- Is it accurate and reliable - based on research or just opinion? Does it cite the sources it uses (ie footnotes, bibliographies, reading lists)?
- Relevant - Is the information relevant to your topic or is it just general information?
- Current – Is the information up to date and still useful?
- Free from bias – is the information giving a balanced view or is it favouring only one side of the story?
- Authoritative – Who has written and published the information? Do they have a good reputation and credentials? Have you ever heard of them before? Do you have any reason to believe what they are saying?

8. Referencing and organising your information

Be sure to acknowledge all quotes as well as any ideas that are not your own by referencing their source, both in the text of your work and in your bibliography at the end of your assignment. Plagiarism is the deliberate copying of ideas or words of another person or source and passing them off as your own and is considered serious academic misconduct.

The examples of references that follow will help you to understand references included in your reading list as well as construct your own. Remember - always copy the full referencing details of every photocopy, Internet site, electronic database or book that you have taken information from. This will save the frustrating task of retracing your steps when it comes to referencing at the end.

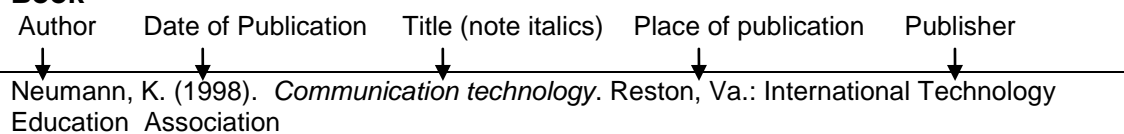
It is also a good idea to keep a note of what indexes and other search tools you have used (even if not successful) so you do not repeat your steps. When you are saving a search from an electronic database make sure to include the search history, which details the keywords that you have used in your searches.

Refer to the ECU Referencing Guide for help with referencing. The guide is available from the ECU Bookshop or online from the Library homepage.

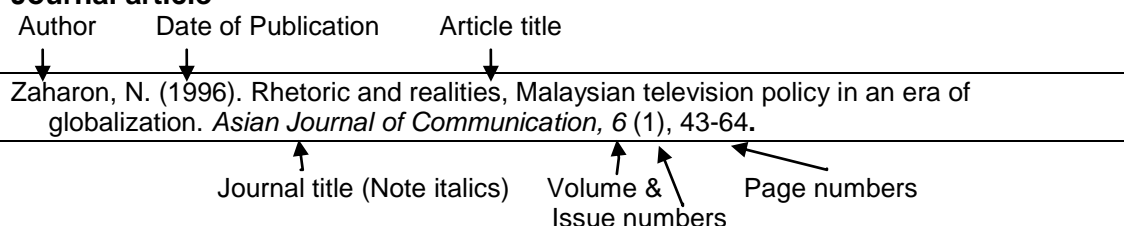
8.1 Recognising parts of a reference

The following shows you the details you will need to provide when compiling your reference list or bibliography.

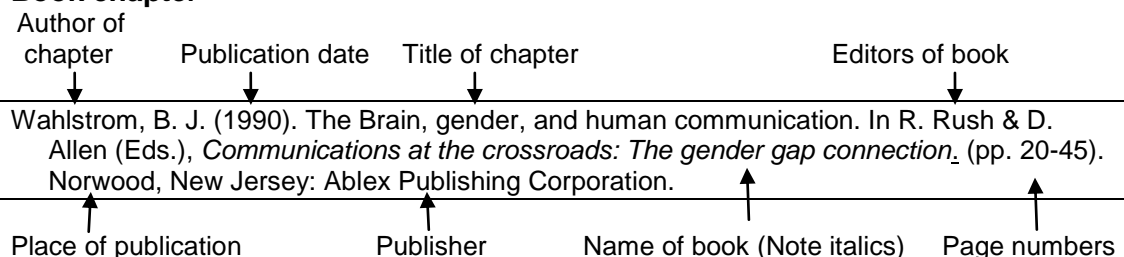
Book



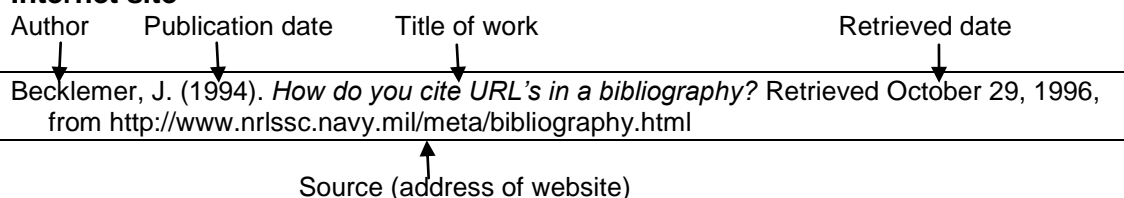
Journal article



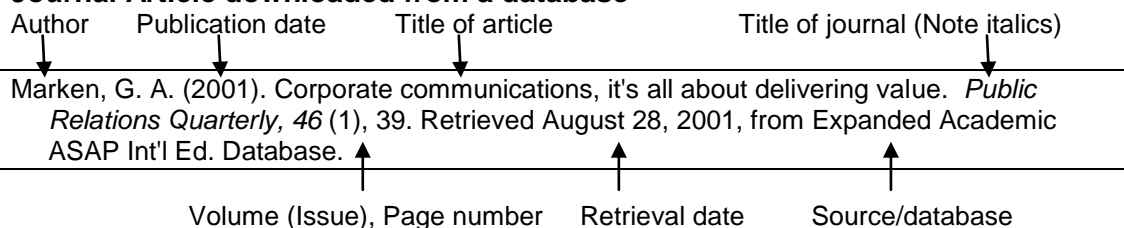
Book chapter



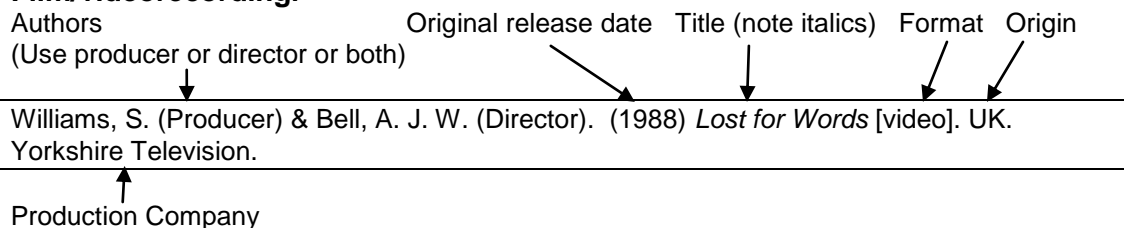
Internet site



Journal Article downloaded from a database



Film/videorecording.



9. Further Help

We hope the above guide is a helpful start in your use of the library.

Naturally, as you explore you will have further questions. These may be answered in the library orientation sessions which your School will organise at the beginning of the year. If you miss these, be aware the library will be program further orientations on a sign-up basis shortly after this. Your lecturer may also book more advanced library sessions for Reader Education involving you on a needs basis.

Basic help is available in Mt Lawley Campus Library from the Loans & Enquiries, and further help from the Reference Assistance desk, both on Level 2.

The Library team for the School of Communications & Arts can always assist as follows:

Ken Gasmier: Senior Librarian: 9370 6243: email: k.gasmier@ecu.edu.au

Lutie Sheridan: Librarian : 9370 6260 : email: lutie.sheridan@ecu.edu.au

Amanda Myers: Library Technician: 9370 6003: email: a.myers@ecu.edu.au

Maggie Brown: Library Technician: 9370 6005: email: margaret.brown@ecu.edu.au

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