

## What is Communication and Mass Media?

**Communication and Mass Media** is a database that offers full text for over 380 journals in communication, media, journalism and related fields

## How do I access Communication and Mass Media?

- Like all our electronic resources, this database can be accessed via the Library Catalogue.
- Enter '**Communication and Mass Media**' in the search box, choose 'Electronic Library' from the right drop-down menu and click 'Submit'.
- Connect to the database by clicking on the link in the centre of the screen.

## How do I search Communication and Mass Media?

The screenshot shows the EBSCO Host search interface. At the top, the search box contains 'Communication & Mass Media Complete'. Below the search box are buttons for 'Search' and 'Clear', and a link for 'Choose Databases'. Below the search box are links for 'Search Options', 'Basic Search', 'Advanced Search', 'Visual Search', 'Search History/Alerts', and 'Preferences'. The 'Search Options' section is expanded, showing 'Search modes' with radio buttons for 'Exact Phrase', 'Find all my search terms', 'Find any of my search terms', and 'SmartText Searching'. There are also checkboxes for 'Apply related words' and 'Also search within the full text of the articles'. The 'Limit your results' section is also expanded, showing a 'Full Text' checkbox, a 'Published Date from' field with 'Month' and 'Year' dropdowns, a 'Publication' field, and a 'Scholarly (Peer Reviewed) Journals' checkbox. Annotations with arrows point to these elements: 'Use the Search modes to tailor your search.' points to the 'Search modes' section; 'Enter your key words in the search box.' points to the search box; 'Tick this box for articles that are available in full text.' points to the 'Full Text' checkbox; 'Limit results by date range.' points to the 'Published Date from' field; and 'To ensure quality information, tick this box to select peer reviewed articles.' points to the 'Scholarly (Peer Reviewed) Journals' checkbox.

Use the **Search modes** to tailor your search.

Enter your key words in the **search box**.

Tick this box for articles that are available in **full text**.

Limit results by **date range**.

To ensure quality information, tick this box to select **peer reviewed** articles.

# Evaluating the Search Results

**Search terms and number of hits.** (Callout pointing to search bar)

**Add other databases for simultaneous searching** (Callout pointing to 'Choose Databases' link)

**Add results to folder** (Callout pointing to 'Folder has items' box)

**Click on PDF to view article in Full Text** (Callout pointing to 'PDF Full Text' link)

The screenshot shows the EBSCO search interface. The search bar contains 'politics and "news media"'. The results list shows 420 results. The first result is 'Covering Conflict: Differences in Visual and Verbal News Coverage of the Gaza Crisis 2009 in Four Weekly News Media'. The second result is 'A New Look at Agenda-Setting Effects—Comparing the Predictive Power of Overall Political News Consumption and Specific News Media Consumption Across Different Media Channels and Media Types'. A 'Folder has items' box is visible on the right side of the results list.

# Saving and Printing an article

**Print your copy** (Callout pointing to the printer icon in the toolbar)

**Email or save a copy** (Callout pointing to the email and save icons in the toolbar)

The screenshot shows a PDF viewer displaying the article 'Covering Conflict: Differences in Visual and Verbal News Coverage of the Gaza Crisis 2009 in Four Weekly News Media'. The toolbar at the top includes icons for printing, email, and saving. The article content includes the title, authors (Mag. (FH) Karin Dobernik, Mag. Katharina Lobinger, Mag. Irmgard Wetzstein), and an abstract.

**Online Help** is available at the top right of the EBSCO screen and wherever you see his symbol.

