COM 360: Resources for Research

Who’s my librarian?

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Call, email, chat, or make an appointment!

What can I find on the library web site?

- Home page → http://www.zu.ac.ae/library
- To search for both books and articles → Home page, click on “Quick Find”
- To find books → Home page, click on “Library Catalog”
- To find articles → Home page, click on “Library Research Databases”
- To find more resources → Home page, click on “Subject Guides & Tutorials”
- To find this class guide → http://zu.libguides.com/communication, click on “Class Guides” tab

How can I search more effectively?

- Brainstorm related key words → advertising
  - marketing
  - publicity
  - “public relations”

- Put phrases in quotes → “mass media”

- Focus on combining main ideas → tourism “united arab emirates”
  (usually nouns)

- Try truncation → communicat*
  communication, communicator, etc.
How can I find articles in peer-reviewed, or scholarly, journals?

Try Quick Find!

- New service that combines searching library catalog and most library databases
- Can limit to scholarly articles and full-text

Or try searching in specific library databases

<table>
<thead>
<tr>
<th>Database</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication &amp; Mass Media Complete</td>
<td>Articles on communication-related topics. Can limit to full-text and scholarly articles. Combine with Academic Search Complete &amp; Business Source Complete.</td>
</tr>
<tr>
<td>Academic Search Complete</td>
<td>Articles on a wide range of subjects. Can limit to full-text and scholarly articles. Combine with Communication &amp; Mass Media Complete and Business Source Complete.</td>
</tr>
<tr>
<td>Business Source Complete</td>
<td>Articles on a business-related topics. Can limit to full-text and scholarly articles. Combine with Communication &amp; Mass Media Complete and Academic Search Complete.</td>
</tr>
<tr>
<td>ProQuest</td>
<td>Articles on a wide range of subjects, including business and communication. Can limit to full-text and scholarly articles.</td>
</tr>
<tr>
<td>JSTOR</td>
<td>Articles on wide range of subjects, including Social Sciences. 100% scholarly.</td>
</tr>
<tr>
<td>Social Sciences Full Text</td>
<td>Articles on wide range of subjects, including communication and social sciences.</td>
</tr>
</tbody>
</table>

How can I find more trusted info on the web?

Try these academic web sites

Communication & Media
- Intute - Communication & Media Studies, [http://www.intute.ac.uk/communication/](http://www.intute.ac.uk/communication/)
- MCS: Media & Communication Studies, [http://www.aber.ac.uk/media/index.html](http://www.aber.ac.uk/media/index.html)

General
- Intute, [http://www.intute.ac.uk/](http://www.intute.ac.uk/)