



Library Research Guide for Mass Communication

library.fcollege.edu.pk

Finding Online Databases for Mass Communication:

The Ewing Memorial Library subscribes to various scholarly databases through HEC Digital Library as well as its own institutional subscription such as Jstor. To search scholarly articles and ebooks on Mass Communication please consult the following databases

Jstor: <http://www.jstor.org/>

JSTOR is an archival database that includes full-text content of more than 1,300 academic journals, as well as thousands of primary sources. It allows accessing 10 scholarly journals on Communication Studies dating back from 1960s to 2015.

Taylor & Francis Online: <https://www.tandfonline.com/>

It is a key resource for accessing refereed articles on Communication Studies and allied subjects. 59 peer-reviewed and high Impact Factor Journals can be accessed on different areas in Communication Studies such as Mass Communication, Public Relations etc and 64 Full text journals in Media, Journalism and & Film Studies.

Wiley Online Library: <https://onlinelibrary.wiley.com/>

Wiley Online Library is a huge scholarly resource providing full text access to journal articles in wide range of subjects such as Mass Communication & Mass Media, Media criticism, Media Law and Ethics, Journalism, Advertising, Public relations, News Media, TV & Radio.

ProQuest Ebook Central: <https://ebookcentral.proquest.com/lib/hec-ebooks/home.action>

It offers a wide variety of multidisciplinary eBook content from leading academic publishers and provides access to over 1 million eBooks on different subject areas. It has a collection of over 400 ebooks in Full text on the subject of Journalism and Media Studies.

ProQuest Dissertations and Theses Global: <https://search.proquest.com/pgdtglobal?accountid=135034>

ProQuest Dissertations & Theses Global is the world's most comprehensive collection of dissertations and theses from around the world, spanning from 1743 to the present day. It contains access to 16000+ Full Text thesis and dissertations on the subjects of Mass Communication, Media Studies & Journalism.

Project Muse: <https://muse.jhu.edu/>

Project MUSE is a leading provider of digital humanities and social sciences content. 358 MUSE Books can be accessed and downloaded in Full text on subjects of Film, Theatre and Performing Arts.

Brill: <https://brill.com/>

Brill publishes 200+ journal and eBook titles as subscribed and open access focused on Humanities, Social Sciences, International Law and selected areas in the Sciences.

Cambridge Core: <https://www.cambridge.org/core/>

Cambridge Core – the home of academic content is a valuable scholarly database to access useful and inspirational research and academic information. Cambridge core currently acquires over 1 million journal articles and 30,000+ ebooks in a wide range of subjects such as Film, Media and Mass Communication.

Finding Print & eBooks in the library:

To find books go the Ewing Memorial Library I-portal (<http://libraryportal.fccollege.edu.pk>) Search the collection by Author, Title or Subject. To browse the library shelves for resources in Mass Communication and allied subjects, try the following call numbers.

070	News media and publishing
070.19	Broadcast Media
070.4	Journalism

Finding Scholarly Journals:

The Ewing Memorial Library subscribes to 30 scholarly journals and 9 popular magazines on different subject areas. A complete list of these journals is available at library website <http://library.fccollege.edu.pk/online-databases/journal-and-magazines> and at the help desks. To browse these journals go to the Periodical section in the library where the recent issues of the journals are displayed while the archives are housed separately.

Journals in Mass Communication:

- Journalism & Mass Communication Quarterly
- Journal of Advertising
- Journal of Mass Communication & Journalism
- Journal of Media Studies
- Media, Culture & Society
- Global Media and Communication

Open Course Wares:

If you want to get access to lecture notes, power point presentations, video lectures on a particular topic of foreign universities you are recommended to search the following open course wares.

MIT open Course Ware:	http://ocw.mit.edu
Yale University:	http://oyc.yale.edu/
University of California:	http://ocw.uci.edu/courses/
Open Course Ware Consortium:	http://www.ocwconsortium.org/en/aboutus
Virtual University of Pakistan:	http://ocw.vu.edu.pk

Research Help:

The library subscribes to citation tools and online scholarly databases. If you are facing difficulty citing the sources or need a training session on any of the online databases, feel free to contact the Helpdesks in Ewing Memorial Library and Information Commons (S-125), in person or send us an email at library@fccollege.edu.pk.