

Communication Resource Guide

[Library Databases](#)

[Public Relations](#)

[Associations and Societies](#)

[Advertising and Marketing](#)

[Schools and Institutes](#)

[Journalism and Broadcasting](#)

[Speech and Rhetoric](#)

[Selected Print Resources](#)

This guide provides selected information resources in the field of Communication. Included are the Mildred F. Sawyer Library subscription databases, selected web resources, and a brief list of print resources. For specific book and periodical titles, check the [Suffolk University Library Catalog](#). See Sawyer Library Help and Research Guides: [Marketing and Advertising](#) and [Politics and Government in the United States](#) for more detailed information on specific aspects of the communication field.

Library Databases:

The Sawyer Library subscription periodical indexes and full-text resources are available to current Suffolk University students and faculty.

[Communication & Mass Media Complete](#)

CMMC Incorporates CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Penn State) plus additional journals in the fields of communication and mass media. Offers indexing and abstracting for over 390 journals and provides the full-text of nearly 285 journals.

[Sage Journals Online](#)

Sage Journals Online consists of PDF online content to ALL the academic journals published by the scholarly publisher, Sage, including deep back files. This is approximately 450 peer-reviewed

journals covering various fields, including communications.

[CommAbstracts\(CIOS\)](#)

Contains more than 50,000 article and book abstracts and bibliographic records from the professional literature of the communications field

[Academic Search Complete](#)

Provides access to a wide variety of journals and periodicals, covering all academic disciplines. Many articles are available in full-text. Over 80 communication journals.

[Academic OneFile](#) (InfoTrac)

Academic OneFile is Gale's major source for peer-reviewed, full-text articles. It provides extensive coverage in all academic subjects and offers millions of articles in both PDF and HTML full-text.

[Business Source Complete](#)

Provides indexing and abstracts for the most important scholarly business journals, including the full-text of the Harvard Business Review back to 1922. Non-journal content includes financial data, books, conference proceedings, case studies, investment research reports, industry reports, market research reports, country reports, company profiles, SWOT analyses, and more.

[CQ Researcher](#)

Published by CQ Press, CQ Researcher provides 12,000-word reports 44 times a year, covering a single theme in each issue. Each report offers in-depth, non-biased coverage of political and social issues in fields, such as health, international affairs, education, the environment, technology, and the U.S. economy.

[ERIC](#)

ERIC, the Educational Resource Information Center, is a national information system supported by the United States Department of Education. This database contains abstracts and journal articles on educational research and practice. Limited full-text is available.

[JSTOR](#)

A full-text collection of back issues of core scholarly journals, covering specific subject areas, including political science, business, and psychology.

[LEXIS/NEXIS Academic](#)

Provides full-text searching of newspapers, trade journals, wire services, and transcripts of broadcasts. Business, legal, medical, and reference sections are included. Newspaper coverage generally starts in the late eighties or early nineties.

[CQ Press Political Reference Suite](#)

CQ Press Political Reference Suite offers the [CQ Almanac](#) which provides annual analysis of

legislation and policy in the U.S. Congress from 1945 through 2006. The [Historic Documents Series](#), includes primary documents and analysis (updated yearly since 1972) covering presidential speeches, international agreements, and Supreme Court decisions, U.S. governmental reports, and more. The Suite also includes [Congress and the Nation](#), which covers actions of the U.S. Congress from 1945-2004, including key votes. The [Political Handbook of the World](#) is described as "the most authoritative resource for political information on more than 200 countries," and [Politics in America](#), offers profiles and assessments of every member of Congress. The [Supreme Court Yearbook](#) covers essential information of the U.S. Supreme Court and is updated yearly since 1989. In addition, the [Washington Information Directory](#) offers the "essential guide to key contacts at government agencies and national organizations." [Vital Statistics on American Politics](#) provides data on social and economic policy, Congress, the Executive branch, elections, the media, and more.

[Roper Center for Public Opinion Research](#)

The Roper Center for Public Opinion Research is one of the leading archives of social science data, specializing in data from surveys of public opinion. The iPOLL database (requires your Suffolk email account to access this material) provides access to over 500,000 questions and responses. The RoperExpress is a data access tool for on-demand download of data. Faculty and students at Suffolk have access to these datasets in ASCII or SPSS portable formats.

[LEXIS/NEXIS. Primary Sources in U.S. History](#)

Provides primary and secondary sources in African American History and Women's History. Includes manuscripts, speeches, laws, court cases, photographs, and secondary articles.

[Historic Documents Online](#)

"Published annually since 1972, the Historic Documents Series now contains 32 volumes of primary sources. Each volume includes approximately one hundred documents covering the most significant events of the year. These documents range from presidential speeches, international agreements, and Supreme Court decisions to U.S. governmental reports, scientific findings, and cultural discussions." Browse by title, topic, or index term or search the database.

[The New York Times \(1851-2001\)](#)

This database offers searchable full-text and full-image articles from the New York Times from 1851 through 2001. The database includes digital reproductions of every page from every issue in downloadable PDF files.

[Project Muse](#)

Provides full-text of 110 scholarly journals of the Johns Hopkins University Press and its publishing partners. Covers subjects, such as education, film, politics, philosophy, and sociology.

[Oxford Journals Online](#)

Provides indexing and full-text articles from Oxford University Press. Offers eight Oxford

communications journals, including *Journal of Communication* and *Public Opinion Quarterly*.

[Polling the Nations](#) (one simultaneous user) 1986+

A compilation of surveys conducted by over 700 polling organizations in the U.S. and in other countries.

[Wall Street Journal](#) (ProQuest) Pre-1984+

Provides abstracts and full-text articles and includes backfiles prior to 1986.

[Communication Abstracts](#)

Communication Abstracts covers communication-related articles, reports, papers, and books from various publishers. Full-text of Sage publications are linked to [Sage Journals Online](#).

[Biography Resource Center](#)

Combines over 400,000 biographies from over 90 Gale Group reference sources. Includes the complete *Marquis Who's Who* and full-text articles from 250 magazines.

[Gale Virtual Reference Library](#)

This database includes searchable encyclopedias, such as *World Press Encyclopedia*, and *St. James Encyclopedia of Popular Culture*.

[Credo Reference](#)

A huge online reference library that provides access to 150 reference books, including encyclopedias, dictionaries, thesauri, books of quotations, and subject-specific titles in wide-ranging fields.

Associations and Societies

[Association of Public Television Stations](#)

<http://www.aptv.org/>

The APTV is a nonprofit organization which supports the growth of noncommercial television. Its website provides membership information, state and national research and statistics, legislative advocacy, and information on regulatory and litigation issues. Much of this material is available to members only.

[American Communication Association](#)

<http://www.americancomm.org/>

Includes membership information, a collection of quality, annotated online resources, and full-text articles from the [American Communication Journal](#).

[National Communication Association](#)

<http://www.natcom.org/>

A nonprofit organization of researchers, educators, students, and practitioners who aim to

advance the field of communication. The site includes conference information and some full-text research documents.

[International Communication Association](http://www.icahdq.org/)

<http://www.icahdq.org/>

The ICA "is an international association for scholars interested in the study, teaching, and application of human and mediated communication." The site provides membership and conference information, a jobmart, and a newsletter for members only.

[Society of Professional Journalists](http://www.spj.org/index.asp)

<http://www.spj.org/index.asp>

The Society of Professional Journalists is the country's largest journalism organization dedicated to maintaining the free practice of journalism and high standards of ethical behavior. The site provides the code of ethics, Freedom of Information basics, workshop information, awards, and current full-text articles from *Quill*.

[International Association of Business Communications](http://www.iabc.com/)

<http://www.iabc.com/>

The IABC is an international knowledge network for professionals involved in strategic business communication management. The website includes news, conference and workshop information, the Code of Ethics for Professional Communicators, and research summaries, provided by the IABC Research Foundation.

[American Forensic Association](http://www.americanforensics.org/what.html)

<http://www.americanforensics.org/what.html>

A professional organization for those who train American students in the fields of public speaking and reasoned discourse in public life. This website provides conference information, news, and organizational information.

[Association for Education in Journalism and Mass Communications](http://www.aejmc.org/)

<http://www.aejmc.org/>

This is a nonprofit, educational association which offers some full-text reports and texts of other publications, a database of scholars who focus on diversity issues, and membership information. [VisCom](#), the Visual Communication division, focuses on the study of all forms of visual communication. Members represent photography, graphic design, film, broadcast and multimedia.

[Public Relations Society of America](http://www.prsa.org/)

<http://www.prsa.org/>

PRSA, a major industry group, provides free, web-based current industry news, some full-text content from their magazine, *Public Relations Strategist*, and job listings. Some other content and resources are available only to members.

[National Association of Broadcasters](http://www.nab.org/)

<http://www.nab.org/>

NAB is a trade association representing the interests of free, over-the-air radio and television broadcasters. The website includes news, event information, and job board. Also offers legal and regulatory information and some full-text research reports.

[American Association of Advertising Agencies](http://www.aaaa.org/eweb/startpage.aspx)

<http://www.aaaa.org/eweb/startpage.aspx>

The AAAA is the "national trade association representing the advertising agency business in the United States." Website provides conference information, news, career assistance, and transcripts of speeches.

[World Intellectual Property Organization](http://www.wipo.int/portal/index.html.en)

<http://www.wipo.int/portal/index.html.en>

The WIPO is an international organization that promotes the use and protection of intellectual property. This website provides full-text standards, guides, reports, treaties, legal texts, articles, and data.

Schools and Institutes

[Columbia University School of Journalism](http://www.jrn.columbia.edu/)

<http://www.jrn.columbia.edu/>

Links to events and prizes, including the Pulitzer and Cabot, news, full-text student work, and professional development information. Also links to full-text articles from the [*Columbia Journalism Review*](#).

[The Annenberg Public Policy Center of the University of Pennsylvania](http://www.annenbergpublicpolicycenter.org/)

<http://www.annenbergpublicpolicycenter.org/>

The Annenberg Public Policy Center conducts research which focuses on the intersection of media, communication, and public policy. Research areas include political communication, information and society, media and the developing child, health communication, and adolescent risk. "Research Areas" include free reports and releases.

[PoynterOnline](http://www.poynter.org/default.asp)

<http://www.poynter.org/default.asp>

The Poynter Institute is a professional school for journalists. Poynteronline allows full-text article searching. The Resource Center provides links to excellent journalistic resources, covering topics such as politics, media ethics, crime reporting, and centers and schools.

[Media Literacy Online Project](http://interact.uoregon.edu/MediaLit/mlr/home/index.html)

<http://interact.uoregon.edu/MediaLit/mlr/home/index.html>

Provided by the Center for Advanced Technology in Education at the University of Oregon's

College of Education, this website offers archived links to full-text articles from the *Media Literacy Review* and an excellent gateway of links to the media literacy organizations, teaching resources, online journals, and research guides.

[University of Iowa: Journalism and Mass Communication Resources](#)

<http://bailiwick.lib.uiowa.edu/journalism>

An excellent site with 40 pages of annotated resources. Includes organizational links, news, teaching resources, media law resources, gender and race studies, listservs, and online newsletters. Unfortunately it is no longer maintained.

[Resources on Theorists, Theories, and Fields](#)

<http://www.colorado.edu/communication/meta-discourses/theory.htm>

This website is provided by Bob Craig, an associate professor in the Department of Communication, University of Colorado at Boulder, and includes resources for academic research and education on communication theory. The site offers extensive categorized links which include full-text articles, research, and slide shows. Unfortunately it includes dead links.

[Center for the Digital Future at USC Annenberg](#)

<http://www.digitalcenter.org/>

The UCLA Center for Communication Policy joined the Annenberg School for Communication at the University of Southern California to create the Center for the Digital Future at USC Annenberg. This Center conducts research in media and communications, including the World Internet Project and other programs. The site offers texts of reports and projects.

[Benton Foundation](#)

<http://www.benton.org/>

"The mission of the Benton Foundation is to articulate a public interest vision for the digital age and to demonstrate the value of communications for solving social problems." Current research includes promoting policy alternatives for the digital age in which the public benefits and enabling communities and nonprofits to produce diverse and responsive media content. The [Benton Virtual Library](#) allows free online access to many publications since 1995.

[Pew Research Center for the People and the Press](#)

<http://people-press.org/>

The Center serves as "a forum for ideas on media and public policy through public opinion research." The website includes full-text reports, surveys, commentary, data, and news.

[Content Analysis Guidebook Online](#)

<http://academic.csuohio.edu/kneuendorf/content/index.htm>

Maintained by Kimberly A. Neuendorf of Cleveland State University, this site offers links to full-text content in the areas of computer content analysis, human coding, reliability assessment, message archives, bibliographies, news, and more.

[CogWeb](http://cogweb.ucla.edu/)

<http://cogweb.ucla.edu/>

"CogWeb is a research tool for exploring the relevance of the study of human cognition to communication and the arts. It is edited by Francis Steen, assistant professor in Communication Studies at UCLA." Areas include Debate, Cognitive Science, Evolutionary Psychology, Cultural Studies, and Discourse. Not regularly updated.

Speech and Rhetoric

[Rhetorical Studies, Theory & Philosophy](http://www.uiowa.edu/~commstud/resources/rhetorical.html)

<http://www.uiowa.edu/~commstud/resources/rhetorical.html>

Provided by the University of Iowa, Department of Communication Studies, this website provides extensive annotated links to texts and other resources in the communication studies field. See [Rhetorical and Cultural Studies: Critical Theory](#) for links to writings and other resources by contemporary theorists, including Baudrillard, Foucault, and Jameson.

[Political Speeches. Political Communication. Wake Forest University](http://www.wfu.edu/~louden/Political%20Communication/Class%20Information/SPEECHES.html)

<http://www.wfu.edu/~louden/Political%20Communication/Class%20Information/SPEECHES.html>

A large index of political speeches. Includes Presidential inaugural addresses, speeches-by-date, documents, and debates. Provides both print and audio resources. Some outstanding links include [PresidentialRhetoric.com](#), and [History and Politics Out Loud](#) .

[Frederick Douglass Papers at the Library of Congress](http://lcweb2.loc.gov/ammem/doughtml/doughome.html)

<http://lcweb2.loc.gov/ammem/doughtml/doughome.html>

This Library of Congress site contains the papers of the nineteenth-century African-American abolitionist and orator, Frederick Douglass, and covers the years 1841 to 1964. The archive includes the texts of speeches, articles, correspondence, and more.

[American Rhetoric](http://www.americanrhetoric.com/)

<http://www.americanrhetoric.com/>

Produced by Michael E. Eidenmuller, this website contains a "database of 5000+ full text, audio and video (streaming) versions of public speeches, sermons, legal proceedings, lectures, debates, interviews," and other recorded media events. Includes short audio clips of over 200 speeches, movies, popular songs, and sensational media events by famous people, for the purpose of illustrating rhetorical devices. Provides links to news, court cases, and journals.

[Gifts of Speech: Women's Speeches From Around the World](http://gos.sbc.edu/)

<http://gos.sbc.edu/>

Sweet Briar College provides this searchable database of women's rhetoric. Browse or search by name. Speakers include people such as Bella Abzug, Princess Diana, and Begum Khaleda Zia.

[Speech & Transcript Center](#)

<http://www.freepint.com/gary/speech.htm>

A collection of links to the full-text of speeches and transcripts of 2003. Especially strong for political speakers (like the U.S. President) and other political figures in the news. An affiliated historical archive can be found at [Historic Material](http://www.freepint.com/gary/speechhistoric.htm) (<http://www.freepint.com/gary/speechhistoric.htm>).

[BUBL Link Rhetoric](http://bubl.ac.uk/link/r/rhetoric.htm)

<http://bubl.ac.uk/link/r/rhetoric.htm>

BUBL Link is a catalog of selected, evaluated, and described Internet websites, arranged according to the Dewey Decimal Classification. Subject terms, based on the Library of Congress Subject Headings, have been customized and expanded for ease of use. An excellent starting point for students, researchers, and professionals.

[World Famous Orations - Bartelby's](http://www.bartleby.com/268/)

<http://www.bartleby.com/268/>

Provides searchable texts of famous speeches, covering the time of Ancient Greece through the year 1905. Includes more than 280 speeches.

[A Glossary of Rhetorical Terms with Examples](http://www.uky.edu/ArtsSciences/Classics/rhetoric.html)

<http://www.uky.edu/ArtsSciences/Classics/rhetoric.html>

Maintained by the University of Kentucky's Modern and Classical Language Department, this is a useful website that provides definitions and examples of over 40 traditional rhetorical devices and terms.

Public Relations

[PR Week](http://www.prweekus.com/)

<http://www.prweekus.com/>

This major trade weekly provides the latest news in the Public Relations industry. News is available only to paid subscribers, however this site offers a free, searchable directory of agencies, organizations, services and educational establishments.

[Council of Public Relations Firms](http://www.prfirms.org/)

<http://www.prfirms.org/>

"The Council of Public Relations Firms represents the business of public relations." The Industry Resources section includes free, full-text industry rankings, research studies, and other publications. The "Find-A-Firm" search area allows searching for PR firms by various criteria (including location, size, and industry sector).

[Public Relations Society of America](http://www.prsa.org/)

<http://www.prsa.org/>

PRSA, a major industry group, provides free, web-based current industry news, some full-text content from their magazine, *Public Relations Strategist*, and job listings. Some other content and resources are available only to members.

[Institute for Public Relations](http://www.instituteforpr.com/)

<http://www.instituteforpr.com/>

The IPR is an independent foundation that focuses on PR research and education. They link to publications related to the history, research, and best practices in the field. This site includes a speakers bureau and current news.

[Museum of Public Relations](http://www.prmuseum.com/)

<http://www.prmuseum.com/>

Founded in 1997 in New York City, the Museum tries to trace the history and impact of the Public Relations industry. Online exhibits detail the careers of some of the early leaders of the field: Edward L. Bernays, Moss Kendrix, Carl R. Byoir, Arthur W. Page, and Chester Burger.

[PR Place](http://www.prplace.com/)

<http://www.prplace.com/>

MDS, a media distribution company, offers this website of information and links. Sections include organizations in PR, publications in PR, news sources and news services on the web, as well as listings of top circulation publications.

[International Association of Business Communicators](http://www.iabc.com/)

<http://www.iabc.com/>

This industry group provides limited materials on their website. The Research Foundation area offers some publications and reports for browsing, and the jobs area provides employment opportunities.

[PR Newswire](http://www.prnewswire.com/)

<http://www.prnewswire.com/>

PR Newswire calls itself the "global leader in news and information distribution." Although some services are available only to clients, it allows browsing or searching of numerous examples of full-text news releases and PR multimedia. Another example of a PR distribution website can be found at [PRWeb](#)

[PR Watch](http://www.prwatch.org/)

<http://www.prwatch.org/>

This project of the Center for Media & Democracy "offers investigative reporting on the public

relations industry" and promotes media that are "of, by and for the people." Projects include PR Watch, a quarterly investigative journal, and Spin of the Day. Provides lots of full-text news reports.

Advertising and Marketing

[AdAge.com](http://www.adage.com)

[http://www.adage.com/](http://www.adage.com)

This is the website for the major advertising and marketing trade journal, *Advertising Age*. The website includes news and special reports. The [Data Center](#) provides advertising and marketing data with more than 600 charts divided into four main categories: marketers, media, agencies, and salary surveys.

[Advertising Council](http://www.adcouncil.org)

<http://www.adcouncil.org>

The Advertising Council is the industry group that conducts ad campaigns for the public good. This website provides information on current and historical campaigns.

[MarketingPower.com \(American Marketing Association\)](http://www.marketingpower.com)

[http://www.marketingpower.com/](http://www.marketingpower.com)

The American Marketing Association is one of the largest professional associations for marketers. Their "marketingPower" website provides articles & reports, marketing tools, and a section on best practices. Some of the information is available only to members, but many of the resources can be accessed by nonmembers, as well.

[AdForum.com](http://www.adforum.com)

[http://www.adforum.com/](http://www.adforum.com)

AdForum says that it is "the Internet's leading portal to the advertising, marketing and communications industry, with direct links to 18,000 agencies in 136 countries." "Ad-Folio" search finds details (like agency) on a particular brand ad campaign, but a reproduction of the ad is not free. The Ad Firm Search allows the location of firms, by specialty, geography, and size. Not a lot of details are provided, but there is a link to the company's website, where available.

[Advertising World. University of Texas at Austin. Department of Advertising](http://advertising.utexas.edu/world/)

<http://advertising.utexas.edu/world/>

The Department of Advertising at UT-Austin provides Advertising World, a massive set of internet links, arranged by topic and appropriate for faculty, student, and professional needs. Offers [Texas Advertising - Glossary](#), an online listing of advertising terms.

[Emergence of Advertising in America: 1850 - 1920](http://scriptorium.lib.duke.edu/ea)

<http://scriptorium.lib.duke.edu/ea>

A database of 9,000 images relating to the early history of U.S. advertising. Materials are drawn from the Rare Book Manuscript and Special Collections Library at Duke University. Allows browsing and keyword searching.

[MRI+](http://www.mri.plus)

<http://www.mri.plus>

"The leading database of key magazine planning resources," Mediamark, makes its basic information about media available without charge, as long as the reader registers for a free account. Provides user-created reports and working lists. Note: Suffolk student and faculty can also access the more useful "Mediamark Reporter," which covers product and brand demographics, as well as media data. To access this area you MUST sign up using a Suffolk email address (with a domain extension of "suffolk.edu").

Journalism and Broadcasting

[British Broadcasting Corporation](http://www.bbc.co.uk/)

<http://www.bbc.co.uk/>

Links to TV and radio guides plus thousands of topically arranged websites.

[Corporation for Public Broadcasting](http://www.cpb.org/)

<http://www.cpb.org/>

A private nonprofit corporation which funds public radio and TV stations. The site includes information on quality television and radio programs, Internet projects, grants, and educational resources.

[Federal Communications Commission](http://www.fcc.gov/)

<http://www.fcc.gov/>

The federal regulatory agency for telecommunications and media, the FCC website includes press releases and announcements, rules and regulations, statistical reports, and the text of the *Daily Digest*. The FCC History area details "its role in regulating interstate and international communications by radio, television, wire, satellite, and cable."

[NewsLink](http://newslink.org/)

<http://newslink.org/>

Formerly associated with [American Journalism Review](#), NewsLink is now an independent site that identifies itself as an "academic and professional research and consulting firm studying electronic publishing and visual journalism." It provides a good set of links to Newspapers, Magazines, Radio/TV, and other news resources. The site also includes a search engine for city-specific media.

[PoynterOnline](http://www.poynter.org/default.asp)

<http://www.poynter.org/default.asp>

The Poynter Institute is a professional school for journalists. Poynteronline allows full-text article searching. The Resource Center provides links to excellent journalistic resources, covering topics such as politics, media ethics, crime reporting, and centers and schools.

[The Journalist's Toolbox](http://www.journaliststoolbox.org/)

<http://www.journaliststoolbox.org/>

Presented by the Society of Professional Journalists, the Journalist's Toolbox features quality Web resources helpful to reporters and editors or anyone doing media research. The search engine locates information from a variety of news related topics, and current topics are listed on the opening page. Includes the Center for Public Integrity's comprehensive, searchable database of federal lobbying documents.

[The Polling Report](http://www.pollingreport.com)

<http://www.pollingreport.com>

The Polling Report offers the results of recent surveys on political, business, and other current issues by polling organizations like Harris, Princeton, and Gallup.

[Pew Research Center for the People and the Press](http://people-press.org/)

<http://people-press.org/>

The Center serves as "a forum for ideas on media and public policy through public opinion research." The website includes full-text reports, surveys, commentary, data, and news.

[FACS](http://www.facsnet.org/)

<http://www.facsnet.org/>

FACS (Foundation for American Communications) is an independent, nonprofit educational organization that aims to improve "the quality of information reaching the public through the news." The FACS site provides critical analysis of specific news stories and advice to reporters on topics like data analysis.

[FAIR](http://www.fair.org/)

<http://www.fair.org/>

Progressive in viewpoint, FAIR (Fairness & Accuracy in Reporting) also looks behind the headlines to provide critiques of stories reported by major media outlets, and provides background information on the political issues on which journalists report.

[Voice of the Shuttle: Media Studies](http://vos.ucsb.edu/browse.asp?id=2720)

<http://vos.ucsb.edu/browse.asp?id=2720>

VoS is a massive metasite project based at the University of California at Santa Barbara. This particular webpage provides a wide-ranging group of academic-approved links in media studies. Note the "On this Page" basic outline in the upper right which serves as a guide to more specific areas. Links cover areas, such as media theory, telecom issues, and cyberculture.

[PopMatters](#)

<http://popmatters.com/>

An international magazine of cultural criticism. Covers television, music, film, books, video games, computer software, theater, visual arts, and the internet.

[Media History Project](#)

<http://www.mediahistory.umn.edu/>

The Media History Project, currently hosted by the University of Minnesota, is an excellent site for basic information relating to media studies. It includes sections on early media, print media, electronic media, mass media, and digital media.

[IRE Resource Center](#)

<http://www.ire.org/resourcecenter/>

Investigative Reporters and Editors (IRE) "provides educational services to reporters, editors and others interested in investigative journalism and works to maintain high professional standards." Their Resource Center provides searchable citations/summaries to over 20,000 investigative stories plus conference and training information. Includes a Campaign Finance Information Center which offers some free news stories and Extra! Extra,! which links to investigative news. Much of the site's resources are available only to members.

[Facts for Features](#)

http://www.census.gov/Press-Release/www/releases/archives/facts_for_features_special_editions/index.html

The Public Information Office of the U.S. Census Bureau provides this page of official government factoids and data related to a topic of the moment. It is part of a larger Census [Newsroom](#), which is also worth viewing.

[Robert Niles' Journalism Help: Finding Data on the Internet](#)

<http://www.robertniles.com/data/>

Robert Niles, a writer who does a "Find It" column for the *Los Angeles Times*, is also self-described as "a long-time math and computer geek." His web page links to websites that help journalists in need of ready reference, mostly statistical.

[First Amendment Center](#)

<http://www.firstamendmentcenter.org/>

Although the issues explored at this website involve all aspects of the First Amendment (including broader issues of free speech, religion, assembly, petition, etc.), freedom of the press is covered extensively. Includes a glossary and searchable texts of Supreme Court cases.

[Theory.org.uk - Resources](#)

<http://www.theory.org.uk/resources.htm>

Limited in focus, this British website covers topics like "Role Models" and "Queer Theory" and major modern theorists like Foucault. Other resources include book reviews of recommended titles and a few external links.

Selected Print Sources:

Encyclopedias and Almanacs

[Advertising Age Encyclopedia of Advertising.](#) 3 vols.

REF. HF5803 .A38 2003

Essays are divided into four broad categories- Agency histories; advertiser/brand/market histories; biographies; theoretical, methodological, and practical articles on advertising. Arranged alphabetically.

[Encyclopedia of Communication and Information.](#) 3 vols.

REF. P87.5 .E53 2001

Contains 280 articles covering every aspect of the study of communication and information, and it is arranged in eight broad topics. The topics are careers, information science, information technologies, literacy, institutional studies, interpersonal communication, library science, and media effects. Articles are signed and include bibliographies. Also available online in [Gale Virtual Reference](#).

[Encyclopedia of Major Marketing Campaigns](#)

REF. HF5837 .E53 2000

Contains 500 entries on important 20th century ad campaigns. Arranged alphabetically by name of company. Each entry includes company contact information, overview of campaign, target market, competition, marketing strategy, outcome, and further reading. The 2007 edition is available online in [Gale Virtual Reference](#).

[Encyclopedia of Television.](#) 3 vols.

REF. PN1992.18 .E53 1997

The primary focus of the set is on major English speaking television producing countries- U.S. Great Britain, Canada, and Australia. Essays cover programs, people, movements, and topics, such as comedy, violence, and censorship.

[Encyclopedia of Television News](#)

REF. PN4888 .T4 E53 1999

This volume includes 309 articles on the people who built broadcast journalism, the programs for which they are known, and on the resulting issues and concepts.

[International Encyclopedia of Communications.](#) 4 vols.

REF. P87.5 .I5 1989

Jointly published by the Annenberg School of Communication at the University of Pennsylvania and Oxford University Press, this set provides broad coverage of the field of communication, including advertising, area studies, speech, theory, nonverbal forms, photography, and much more. All articles are signed and include bibliographies.

[Encyclopedia of Public Relations](#) 2 vols.

REF. HD59 .E48 2005

This two-volume set contains comprehensive articles covering every aspect of public relations. Each article is signed and contains extensive bibliographies. Also available online in [Gale Virtual Reference](#) and in [Sage eReference](#)

Dictionaries

[Critical Dictionary of Film and Television Theory](#)

REF. PN1993.45 .C75 2001

Provides an authoritative introduction to key concepts in the field. Major entries offer essays on conceptual terms (2,000-3,000 words). Minor entries are defined in relation to usage (100-700 words). Biographical entries include lists of major publications.

[Dictionary of Literary Terms and Literary Theory](#)

REF. PN41 .C83 1998

A comprehensive dictionary of literary terms in current use, covering categories such as technical terms, forms, genres, movements, themes, and personalities.

[Encyclopedic Dictionary of Semiotics, Media, and Communications](#)

REF. P87.5 .D36 2000

Defines terms, concepts, people, schools of thought, and historical movements that appear in literature. Each entry includes the term origin plus cross-references.

[Dictionary of Media and Communication Studies 6th Ed.](#)

REF. P87.5 .W38 2003

Covers a vast array of topics, including advertising, broadcasting, media ethics, communication theory, gender issues, and technologies. Also provides information on legislation and programs of study.

[Dictionary of Marketing Communications](#)

REF. HF5412 .G68 2004

Includes more than 4,000 terms and concepts essential to understanding marketing communications.

Handbooks

[Corporate Communications Handbook](#)

REF. KF1449 .W352 2009

This is a legal guide to press releases and other informal disclosure for public corporations. Includes sample press releases, forms, and source materials.

[Global Public Relations Handbook](#)

REF. HM1221 .G57 2003

Provides a comprehensive theoretical framework for studying public relations around the world. Chapters are organized by continent and cover history, development, and current status of the public relations industry in countries and regions.

[Handbook of Public Relations](#)

REF. HD59 .H267 2001

Covers global topics, management issues, theory, law, best practices, and more. Includes a bibliography.

[Lesly's Handbook of Public Relations and Communications](#). 5th Ed.

REF. HM263 .L472 1998

An academic survey of the field of public relations. Organized by broad subjects. Includes cross-references, glossary, bibliography, and professional standards.

[The Stylebook and Briefing on Media Law \(Associated Press\)](#)

REF. PN4783 .A83 2005

A usage guide and reference book for terms and topics common in news writing. Includes a section on fundamental principles of libel law and First Amendment principles.

[Style Manual for Communication Studies](#)

REF. DESK P96 .A68S89 2003

Provides a comprehensive description of scholarly journals in communication and condensed MLA and APA Style Guides.

Directories

[Advertising Red Book](#)

REF. HF5805 .S7

Contains information on U.S. and international advertisers who spend \$200,000 annually. Includes advertising expenditures by media, agency, fiscal year-end, and annual sales, contact information, SIC classifications, and more. Annual.

[Broadcasting and Cable Yearbook](#)

REF. DESK HF6146 .R3.B73

A communication research guide for the television industry. Provides an industry overview and company listings for radio, TV, cable, and satellite owners. Includes market statistics.

[Editor & Publisher International Year Book](#)

REF. DESK PN4700 .E4

Provides directory information for daily newspapers in the United States and throughout the

world. Covers newspaper groups, syndicates, associations, trade organizations, and industry-related products and services.

[O'Dwyer's Directory of Public Relations Firms](#)

REF. HM263 .O37 2005

Contains nearly 3,000 public relations firms and departments of advertising agencies. Provides rankings and cross-references. Annual.

[Bacon's Media Directories](#)

These directories provide editorial content, journalist profiles, and contact information for over 140,000 media outlets.

[Bacon's Internet Media Directory](#)

REF. DESK Z286.I57 B33 2007

[Bacon's Magazine Directory](#)

REF. DESK Z286.P4 B33 2008

[Bacon's Newspaper Directory](#)

REF. DESK Z286.N48 B33 2008

[Bacon's Radio Directory](#)

REF. DESK Z286.R33 B33 2007

[Bacon's TV/cable directory](#)

REF. DESK Z286.T45 B33 2007

Indexes

[Communication Abstracts](#)

Online

Communication Abstracts is a comprehensive source of communication-related information. The indexes cover articles, reports, papers, and books and include both communication literature and literature from disciplines related to communication. Available as an online database.

[Communication Yearbook](#)

P87 .C5974

Provides reviews of the latest scholarly communication research. Periodical.

[Index to Journals in Communication Studies through 1995](#)

REF. P87 .M37 1997

Indexes articles from 24 communication journals by subject. Includes keyword and author indexes.

Speeches

[Great Speakers and Speeches](#). 3rd Ed.

REF. PN6121 .G73 1996b

This anthology is arranged in four parts: Oratory in Classical Antiquity, the Golden Age of Antiquity, Oratory in the Modern Era, and Oratory in Contemporary America. Each speech is introduced with a headnote, discussing historic and symbolic context. Footnotes and further reading are also included with each speech.

[Great Speeches for Criticism and Analysis](#). 4th Ed.

REF. PN6122 .G74 2001

Contains largely political speeches, including background information and detailed critical analysis for each.

[Lend Me Your Ears](#)

REF. PN6122 .L4 2004

Contains historic speeches arranged by broad topic.

[Speeches of the American Presidents](#). 2nd Ed.

REF. J81.4 .S64 2001

Contains more than 200 major speeches by the 43 presidents of the United States from George Washington to George W. Bush's inauguration.

[Voices of Multicultural America](#)

REF. PS663 .M55.v64 1996

A collection of important speeches delivered by African Americans, Native Americans, Hispanic Americans, and Asian Americans from the late 1700's to early 1995. Includes more than 130 speechmakers.

[Words that Shook the World](#)

REF. PN6122 .G75 2002

Twenty selected speeches, each including background history and highlights about the speaker's life.

[Great American Speeches: 80 Years of Political Oratory](#) videorecording (6 videocassettes)

Sawyer Videos PS668 .G7 1999

Traces the history of visually recorded American oratory, starting with a 1912 speech by Theodore Roosevelt, and ending with 1984 speeches by Mario Cuomo and Jesse Jackson.

[Great Speeches: The Video Series](#)

Sawyer Videos PN6122 .G7+

Covers speeches of current women executives and politicians and past U.S. presidents, as well as other famous orators.