

Cultural and Media Theory Subject Advice

Use this Library Subject Advice Guide if you are:

- an Undergraduate student doing a Cultural and Media Theory related course;
- a Postgraduate student doing a dissertation on a Cultural and Media Theory topic;
- interested in carrying out in-depth research into Cultural and Media Theory

Bournemouth University Library provides an extensive collection of online and print resources on many subjects in two locations: The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus.

If you are a Partner College student not using myBU you may access resources via the [Library web pages](#).

Searching for Information:

To start your search, use the [myBU](#) Library tab. Here you can:

- access your reading lists within your unit on [myBU](#);
- use [mySearch](#), the Library resources search engine, to search across all of our electronic resources and the [Library Catalogue](#);
- search resources not yet added to [mySearch](#) and find out about any password access required;
- use the online [reference collections](#) for definitions and background information;
- Access the Using Information Community for help on searching.

Subject Advice Services:

We offer help and advice on information resources for assignments, dissertations or research. You can drop into the Library, make an appointment with your Subject Librarian, or use our online services.

- Ask for help at the Subject Advice Desk.
- Use the [Chat Enquiry Service](#) for a one-to-one discussion with our Library staff.
- Phone our dedicated help line +44 (0) 1202 965959.
- Send your enquiry to askBU, the virtual enquiry service, accessible via the [myBU](#) Library tab or the [Library web pages](#). If you require further help we will reply by e-mail.
- Follow our [Library News and Research Blogs](#) and Subject Librarian Blog available via the [myBU](#) Library tab.

- E-mail your Subject Librarian Steve Parton to make an appointment, at sparton@bournemouth.ac.uk

Resources for your subject:

Off campus access

You will require your IT login and an [Athens Personal Account](#). Instructions on how to set up an Athens login are available to download from the [myBU](#) Library tab.

Books

[E-books](#) are accessible via the 'E-books' link on the [myBU](#) Library tab and many are also available on the [Library Catalogue](#).

Search the Catalogue for books on a topic using keyword or subject searching. The Catalogue gives the location and for printed books a shelf mark found on the spine label. To find a specific title, ensure you have the complete shelf mark including letters after the numbers.

If QR or F&S precede the shelf mark, it is part of our Reference Collection.

Available in alternative formats. Please ask:

Tel +44(0)1202 965959 **Email** LibSupp@bournemouth.ac.uk

Cultural and Media Theory Subject Advice

Some shelf marks relevant for this area are:	
Adaptation	791.437
Audiences	302.234
Broadcast Media	302.234
Communications Technologies	384
Cultural Theory	306
Discourse Analysis	415
Documentary	794.435
English Drama	822
English Fiction	823
English Literature	820
English Poetry	821
Film Theory	791.43
Gender Theory	305.3
Grammar	425
Journalism, Publicity and newspapers	070
Language Theory	401
Literary History and Criticism	809
Literary Theory	801
Mass Communication	302.2
Media Theory	302.23
Music	780
Mythology	291
Popular Music	780.42
Postmodernism	709.04
Radio	791.44
Radio Production	791.440232
Research in Mass Media	302.23072
Scripts for Radio	791.447
Scripts for Television	791.457
Scriptwriting for Film	808.23
Scriptwriting for Television	808.22
Semantics	412
Television	302.2345
Television Production	791.450232
Television Research	791.45072
Television and Video	791.45
Video	302.2343
Video Production	791.450232
Writing	808
Writing for Publication	808.025

Journals

Electronic journals are accessible via the 'E-journals' link on the [myBU Library](#) tab and many are available on the Library Catalogue. For help with searching, go to the Using Information Community.

Some of the key journals for this area are:

Convergence
Cross Cultural Research
Ctheory
Cultural Studies
Culture, Theory and Critique
Discourse & Society
Discourse Studies
European Journal of Communication
Feminist Review
Gothic Studies
International Journal of Cultural Studies
Journal of Communication
Journal of Popular Culture
Language and Communication
Language and Intercultural Communication
Language in Society
Media History
Parallax: a journal of metadiscursive theory and cultural practices
Postmodern Culture
Sociology
Sociological Review
Soundings
Theory, Culture and Society

Alerting services and [RSS feeds](#) provide a convenient means of being notified when new issues of a journal are published or articles are updated. Contact your Subject Librarian for more information about these.

If you do not have a specific journal title, use the 'Databases' link via the [myBU Library](#) tab. Databases store bibliographic information about journal articles (such as the title, author and year of publication) and in many cases, the full text of the article.

The most useful e-journal databases are:

Academic Search Premier – Multidisciplinary

Communication Abstracts – All aspects of communications research

Communication and Mass Media Complete - Additional database on communications research

Design and Applied Arts Index - Provides abstracts of journal articles with some links to full text.

International Film Archive (FIAF) – Articles from film and television journals

Some databases are included in [mySearch](#) which enables you to search across multiple databases at the same time.

Newspapers

Major UK and international newspapers may be viewed online on Factiva (available via the [myBU Library tab](#) or the [Library web pages](#)). There is also a print collection of newspapers in The Sir Michael Cobham Library.

Specialist Resources:

Dictionaries and Encyclopaedias

Use dictionaries to find the meanings of terms. Use Encyclopedias to provide you with background information on, or an overview of a particular topic. To find relevant titles, search the Library Catalogue using terms such as culture, literature, media and social sciences in combination with dictionary or encyclopaedia. These are either available online, kept as reference titles with the rest of the Library collection or found in the facts and stats area of the Library. See below for some examples:

CREDOreference	Available via the myBU Library tab
Dictionary of Cultural Theorists. 1999.	Shelf mark: 300.13 CAS

Scholarly Reader Collections

These are collections of journal articles, sometimes chapters in books edited by established academics in their field. These will often illustrate a theme or theoretical development in a subject. Search the [Library Catalogue](#) using keywords such as reader and media or culture (or name of a particular theorist) to find relevant titles. See below for some examples:

Author	Title of Scholarly Reader Collection	Shelf marks:
During, S.	Cultural Studies Reader. 2nd ed. 1999	306 DUR
Gane, M. & Gane, N.	Roland Barthes. 3 vols. 2003	300.92 BAR/GAN
Marris, P. & Thornham, S	Media studies: a reader. 2nd ed. 1999.	302.23 MAR

Newspapers

Major UK and international newspapers may be viewed online on Factiva and Press Display (accessible via the [myBU Library tab](#)). The Times and Financial Times are available in print format in the Sir Michael Cobham Library.

Professional Awareness

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The [professional awareness web pages](#) provide links to professional associations and associated publications which will support your learning.

Many of the associations and publications include job vacancies, blogs, alerting services (via [RSS feeds](#) and e-newsletters for example) and details of other organisations.

Contact Details

Bournemouth House Library

19 Christchurch Road, Bournemouth BH1 3LH UK

For information and subject advice:

Tel: +44 (0) 1202 965959.

The Sir Michael Cobham Library

Talbot Campus, Fern Barrow, Poole, BH12 5BB, UK

For information and subject advice:

Tel: +44 (0) 1202 965959.

Also at The Sir Michael Cobham Library:

Additional Learning Needs Service: Tel: +44 (0) 1202 965663

Learning Support Reception Desk: Tel: +44 (0) 1202 965663

Language Centre Advice: Tel: +44 (0) 1202 965300

IT Service Desk: Tel: +44 (0) 1202 965515

BoB: Box of Broadcasts

Access BoB via the [myBU](#) Library tab; you need to register to use this service and will receive a password. You can request TV and radio programmes up to seven days in advance or broadcast in the previous seven days. This service is available off-campus, but not available outside the United Kingdom. Requested programmes will play in your web browser.

Referencing:

Access the Library's citing references guide via the [myBU](#) Library tab. Referencing is a way of demonstrating that you have read around your subject. Each time you use someone else's ideas or words it is essential that you acknowledge this in your work by citing the source in your text and having a reference/bibliography list at the end of your work.

Citing your references enables the reader to refer to the original source themselves. This reduces the risk of your being accused of [plagiarism](#) - the act of presenting the ideas or discoveries of someone else as your own.

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