



Library and Learning Support provides an extensive collection of online and print resources. Our print collections are held at The Sir Michael Cobham Library at Talbot Campus (TC) and the Bournemouth House Library (BH) on the Lansdowne Campus. The Library i-Floor at the Executive Business Centre (EBC) is available to accredited Business School staff and students.

### **Searching for Information:**

**To start your research, login to myBU here <http://mybu.bournemouth.ac.uk/> where you can:**

- access the Academic Skills tab on myBU for advice and guidance about university study skills.
- access your reading lists within 'My Units' on the Home tab;
- use the dictionaries and encyclopaedias for definitions and background information (access via the 'Reference Works' link on the Library tab);
- use mySearch on the Library tab to search across electronic databases we subscribe to, as well as our Library Catalogue, for books and journal articles;
- for a more focussed search on a selected database, use the 'Databases' link on the Library tab;

You can also access Library resources via the Library website [www.bournemouth.ac.uk/library](http://www.bournemouth.ac.uk/library). This guide refers to links on the myBU Library tab. If you require help with navigating the Library website, just contact us.

### **Subject Advice Services:**

We offer help and advice on information resources when you are researching for your assignments or dissertation. 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 online Chat Enquiry Service for a one-to-one discussion with our Library staff.

- Phone our dedicated help line +44 (0) 1202 965959.
- Follow our blogs: Library and Learning Support News, Research Support, Subject Librarians' Blogs. All available via the myBU Library tab.
- E-mail your Subject Team to make an appointment: [bmslibteam@bournemouth.ac.uk](mailto:bmslibteam@bournemouth.ac.uk)

### **Resources for your subject:**

#### **Off campus access**

You will require your University login details to access our online databases when you are off campus.

#### **Books**

The Library Catalogue contains details of our print collection and provides access to electronic books. Select the 'Look for book or journal' link on the myBU Library tab. Search the Catalogue for authors, titles or using subject terms. Results indicate the campus location of printed books and 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 which must remain in the Library and cannot be loaned.

<b>Some shelf marks relevant for this area are:</b>	
<b>Advertising</b>	<b>659.1</b>
<b>Attitudes: Psychology</b>	<b>152.452</b>
<b>Attitudes: Social Processes</b>	<b>303.38</b>
<b>Economics</b>	<b>330</b>
<b>Ethics</b>	<b>174.2</b>
<b>Europe: Government</b>	<b>350.94</b>
<b>European Community</b>	<b>338.914</b>
<b>Groups: Social Interaction</b>	<b>302.3</b>
<b>Journalism</b>	<b>070</b>
<b>Continued on page 2</b>	

## Public Relations Subject Advice

<b>Some shelf marks relevant for this area are (continued from page 1):</b>	
<b>Language</b>	<b>400/410</b>
<b>Law: Media</b>	<b>343.41099</b>
<b>Market Research</b>	<b>658.83</b>
<b>Marketing</b>	<b>658.8</b>
<b>Mass Communication</b>	<b>302.2</b>
<b>Mass Media</b>	<b>302.23</b>
<b>Newspapers</b>	<b>070</b>
<b>Non-verbal Communication</b>	<b>153.6</b>
<b>Opinion Polls</b>	<b>303.38</b>
<b>Persuasion: Psychology</b>	<b>153.852</b>
<b>Persuasion: Social Processes</b>	<b>303.342</b>
<b>Political Parties – Marketing</b>	<b>324.24</b>
<b>Political Sociology</b>	<b>300.2</b>
<b>Politics (General)</b>	<b>320</b>
<b>Press</b>	<b>070</b>
<b>Psychology</b>	<b>150</b>
<b>Public Opinion</b>	<b>303.38</b>
<b>Public Relations</b>	<b>658.812</b>
<b>Social Psychology</b>	<b>302</b>
<b>Sociology</b>	<b>301</b>
<b>Television: Mass Media</b>	<b>302.2345</b>

### Journals

Electronic journals are accessible via the 'E-journals' link on the myBU Library tab and many are available on the Library Catalogue. Search for journal titles such as those listed below. For advice on finding information, go to the Academic Skills tab on myBU.

<b>Some of the key journals for this area are:</b>
<b>British Journal of Political Science</b>
<b>British Journal of Politics and International Relations.</b>
<b>Corporate Communications</b>
<b>Corporate Reputation Review</b>
<b>Electoral Studies</b>
<b>Information Society</b>
<b>Journal of Communication Management</b>
<b>Journal of Political Marketing</b>
<b>Journal of Public Affairs</b>
<b>Journal of Public Relations Research</b>
<b>Party Politics</b>

<b>Political Communication</b>
<b>Political Psychology</b>
<b>PR News</b>
<b>PR Week</b>
<b>Prospect</b>
<b>Public Relations Quarterly</b>
<b>Public Relations Review</b>
<b>Public Relations Strategist</b>
<b>Social Movement Studies</b>

### Journal Article Databases

mySearch searches across the majority of our electronic resources. However, to search individual databases covering specific subjects, you can use the 'Databases' link on the myBU Library tab. Our online databases store bibliographic information about journal articles (such as the title, author, year of publication and abstract) and in many cases, the full text articles. They may also provide access to news, conference proceedings, reports or statistical data.

**The most useful journal article databases are:**

- **Academic Search Premier** - Multidisciplinary
- **Business Source Complete** - Public Communication, business and management
- **Communication Abstracts** - All aspects of communications research
- **Communication and Mass Media Complete** - Additional database on communications research
- **Emerald Insight**  
Management marketing and accounting. International, but with good British coverage. Alerting services and RSS feeds allow you to keep up to date with your favourite websites in an automated way. They bring together the latest tables of contents (TOCs) of selected journals, updates on your saved database searches or news updates from online news sources and trade association websites.

**Contact details:**

**The Sir Michael Cobham Library**  
 Talbot Campus, Fern Barrow, Poole,  
 BH12 5BB, UK  
 For information and subject advice:  
 Tel: +44 (0) 1202 965959.

**Bournemouth House Library**  
 19 Christchurch Road, Bournemouth  
 BH1 3LH UK  
 For information and subject advice:  
 Tel: +44 (0) 1202 965959.

**Dictionaries and Encyclopaedias**

Use dictionaries to find the meanings of terms. Use Encyclopaedias for background information or an overview of a particular topic. Search the Library Catalogue using keywords such as: communication, politics or propaganda and dictionary or encyclopaedia.

**Scholarly Handbooks**

These summarise past research, particularly useful for an interdisciplinary field like communication. Each chapter is written by an expert in the field. Search the Library Catalogue using keywords such as: communication or public relations and handbook e.g. The Handbook of corporate communication and public relations.

**Review Publications**

Reviews summarise recent research. Most are published annually. A typical review article will review the current status of research, give some historical background and suggest directions for future research. Search the Library Catalogue using keywords such as: psychology, public relations or communications and review or yearbook e.g. The Communication Yearbook.

**Yearbooks, Annuals and Directories**

Information about people and organisations, including names, addresses, and usually short summaries of factual information. A few are listed in the next column:

	<b>Shelf marks</b>
Whitaker's Almanack	QR 001 WHI. Ask at Desk
Charities Digest	361.763202541/CHA
The Statesman's Yearbook	QR 305.8 STA Ask at Desk
Who's Who (NB Who's Who and Who Was Who database is available online via myBU Library tab)	QR 920.041 WHO Also available as an e-book

**Newspapers**

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

**TV and Radio Programmes via 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.

**Professional Awareness**

You are encouraged at BU to develop appropriate academic and professional knowledge and skills to enhance your employability. The Professional Awareness webpages (accessible via the 'Further Information' section on myBU Library tab) 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.

**Referencing:**

Access the Library's BU Guide to Citation in the Harvard Style via the 'Databases' link on the myBU Academic Skills 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. More information is available on the myBU Academic Skills tab.

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**July 2011**