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## SUBJECT GUIDE: COMMUNICATION & MASS MEDIA

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*www.library.unic.ac.cy*

### Print Material

#### Search Terms

Materials (books, case studies, conference material) can be found using the **UNIC Library Catalogue**. Use the following subject headings, under the **Browse** search, to find specific information for your research:

- Communication and culture
- Television broadcasting
- Television, Production and direction (inc. video)
- Video recording, Production & direction
- Radio, Production and direction
- Radio journalism
- Journalistic ethics
- Journalism, Social aspects
- Computer art
- Broadcasting
- Mass Media, Social aspects
  - ” Culture
  - ” Economic aspects
  - ” Political aspects
  - ” Children
  - ” Teenagers
  - ” Women
  - ” Technology
  - ” Research
- Storytelling
- Photojournalism
- Motion Pictures
- Interactive Media
- Intercultural Communication, Media
- Consumer behavior
- Editing, Handbook
- Academic writing

## Location on the shelves

Below you can find the location of various books relevant to **Communication & Mass Media** in the library according to the Dewey Decimal Classification system in the Main, Reserve and Reference Collections:

<b>Business Marketing</b>		<b>Language</b>		<b>Law</b>	
650.1	Personal success in business	401.4	Communication; semantics, pragmatics, languages for special purposes	323.44	Freedom of action (Liberty)
658.404	Project management			323.445	Freedom of publication
658.4038	Information management			323.448	Right to privacy
658.834	Consumer Research			343.099	Mass Media Law
658.84	Export marketing	489.3	Modern Greek		
658.872	Telemarketing & direct marketing	808.02	Authorship and editorial techniques		
659.1	Advertising			<b>Social, Business &amp; Analysis</b>	
659.2	Public Relations			300.72	Social research methods
659.111	Advertising, Planning & control			302	Social Literature
				303.38	Public opinion
				305 - .9	Social groups
				306	Culture and Institutions
<b>Communication</b>		<b>Technology</b>		<b>Media</b>	
302.2	Communication	003	Systems	070	Documentary media, educational media, news media
302.23	Media	004	Computer Science	070.19	Broadcast Media
302.234	Motion pictures, radio, television & internet	004.0151	Mathematical Principles (Computer Science)	070.4	Journalism
303.482	Contact between cultures	004.019	Human-computer interaction	070.49	Photojournalism
303.4833	Communication	004.6	Interfacing & communications	070.5	Publishing
324.7	Conduct of Election Campaigns	005.1-.5	Computer programming & Programs	071-079	Geographic treatment of journalism and newspapers
384	Telecommunications	005.12	Software systems analysis & design	384.5	Wireless Communication
651.7	Communications	005.44	Operating systems for specific types of computers	384.54	Radiobroadcasting
658.45	Communication in Management	005.73	Data structures	384.55	Television
		005.4476	Distributed processing (Operating Systems)	384.8	Motion pictures
		005.756	Relational databases	621.388	Television
		005.8	Data security	770	Photography
		006.33	Knowledge-based systems	778.3-.5	Special Kinds of Photography
		006.6	Computer graphics	781.2- .8	Elements of music
		621.38	Electronic Engineering	791.4	Motion pictures, radio, television
		621.39	Computer engineering		
		658.05	Computer Applications		
		770-9	Photography / Computer art / cinematography & video production		

## Electronic Resources

The library subscribes to a number of databases which give access to millions of journal articles for your research. These can be accessed on-campus and off-campus (see “Off-campus access” instructions: [www.library.unic.ac.cy](http://www.library.unic.ac.cy) or contact our library staff). To access relevant databases for **Communication & Mass Media** go to UNIC library webpage, either use the search box or click on **Databases** and then select “**Communication & Media**” and “**General/Multidisciplinary**”:

### ProQuest Databases

- Social Science Journals
- Research Library
- Social Science
- ABI/INFORM Complete
- Dissertations & Theses Global
- Telecommunication

### EBSCO Databases

- Communication & Mass Media Complete
- Academic Search Ultimate
- MasterFile Premier
- Political Science Complete

### Other Databases

- Bloomsbury Film and Media
- Bloomsbury Film Studies Archive
- JSTOR

Also, search under “**e-journals**” & “**e-books**” links to find:

### E-Journals

- Elsevier
- Emerald
- SAGE
- Wiley
- Cambridge University Press
- Oxford University Press
- PressReader
- Directory of Open Access Journals (DOAJ)

### E-Books

- EBSCO
- ProQuest eBook Central
- Elsevier
- Wiley
- Bloomsbury
- Cambridge University Press

## European Resources

For resources relating to the EU go to: <https://publications.europa.eu/en/web/general-publications/publications>

To download audio, video files and photographs and for EU information (such as policy, legal texts, archives, etc) go to: [http://ec.europa.eu/dgs/communication/index\\_en.htm](http://ec.europa.eu/dgs/communication/index_en.htm) OR for the EU Digital Agenda <http://ec.europa.eu/digital-agenda/> OR for TV companies and TV channels in the European Union <http://mavise.obs.coe.int/>

European Documentation Centre UNIC (EDC-UNIC): <https://edc.library.unic.ac.cy/>

## Copyright and Plagiarism

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**AVOID PLAGIARISM!!!!** Plagiarism can be exhibited when you:

- Copy word for word, someone else’s work
- Use a phrase or sentence from someone else without giving the reference
- Download material from the internet and present it as your own work
- Pay someone else to do the work for you
- Copy and photocopy the work or project of another student

**Due to copyright regulations you must reference all material correctly!**

