
SUBJECT GUIDE: COMMUNICATION & MASS MEDIA

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

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:

Business Marketing		Language		Law	
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	489.3	Modern Greek	343.099	Mass Media Law
658.84	Export marketing	808.02	Authorship and editorial techniques	Social, Business & Analysis	
658.872	Telemarketing & direct marketing			300.72	Social research methods
659.1	Advertising			302	Social Literature
659.2	Public Relations			303.38	Public opinion
659.111	Advertising, Planning & control			305 - .9	Social groups
				306	Culture and Institutions
Communication		Technology		Media	
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 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 **eCollections (A-Z)** and then select “**Communication & Media**”:

ProQuest Databases

- Social Science
- 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 “**eCollections (A-Z)**” link to find:

E-Journals

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

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 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

Access to subscribed resources is limited to authorised users only. An authorised user may use the Library’s electronic resources solely for scholarly, research, or educational purposes. For further information go to www.library.unic.ac.cy/copyrights-and-plagiarism.

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