

## Library Subject Guide – Journalism, Communication & Media

UOW Malaysia KDU Library collections can be found via Library catalogue either in print or electronic.

### 1) Quick Guide

#### 1.1 Call Number

Call numbers for Communication & Media (P):

Call number	Subject
P87-96	Communication. Mass media
PN1990-1992.92	Broadcasting. Radio, Television
PN1993-1999	Motion pictures
PN2000-3307	Dramatic representation. The theater
PN4699-5650	Journalism
HE8689-8700.95	Radio and television broadcasting
HF5801-6182	Advertising
HD59-59.6	Public relations

#### 1.2 Location of the Call Number

The above call number of books of subject Mechanical & Mechatronics Engineering listed in UOWM KDU Library. The books are mainly located at:

- Open shelf (Teo Soo Pin Library, Glenmarie – Second Floor)
- Open shelf (Damansara Jaya Library)

##### 1.2.1 Search and Locate Library Materials

User can search the titles by using our webPAC (Web Public Access Catalogue) as a tool to locate what is in the Library. You search a catalogue to see what a library has and to know where to locate the item required.

Access to our webPAC with the link below:

<http://webpac.kdu.edu.my/search/query?theme=kdu>

Users can also use Advanced Search if they have the information of the “Title” and “Author” of the book, or either one.

<http://webpac.kdu.edu.my/search/advanced?theme=kdu>

### 1.3 Search Guides

The following links will assist you to access the several guides on how to use:

- Web Public Access Catalogue  
<https://library.uowmkdu.edu.my/index.php/how-to-use-online-catalogue>
- e-Database search tips  
<https://library.uowmkdu.edu.my/index.php/the-e-databases-search-tips>
- Referencing and Citation  
<https://library.uowmkdu.edu.my/index.php/referencing>
- Subject guide  
<https://library.uowmkdu.edu.my/index.php/subject-guides>

## 2) Reference

Reference materials such as dictionaries, encyclopaedias, and handbook can only be use inside the library.

### 2.1 Dictionary (Reference)

Call number	Titles
P87.5 Ell 1990	NTC's mass media dictionary by R. Terry Ellmore.
P87.5 Wat 2000	Dictionary of media and communication studies by James Watson and Anne Hill.
P88.8 Plu 2014	Plunkett's entertainment & media industry almanac, 2014: the only comprehensive guide to the entertainment & media industry by [editor and publisher], Jack W. Plunkett.
P90 Sag 2004	The SAGE handbook of media studies by editor-in-chief, John D. H. Downing; associate editors, Denis McQuail, Philip Schlesinger, Ellen Wartella.
P91.3 Han 1997	Handbook of research on teaching literacy through the communicative and visual arts edited by James Flood, Shirley Brice Heath, and Diane Lapp.
P91.3 Han 2012	The Handbook of Global Media Research edited by Ingrid Volkmer.

P96 A83 Med 2009	Media audiences edited by Barrie Gunter and David Machin.
P96 T42 Han 2006	Handbook of new media: social shaping and social consequences of ICTs edited by Leah A. Lievrouw and Sonia Livingstone.
P96 V5 Enc 2013	Encyclopedia of media violence edited by Matthew S. Eastin, The University of Texas at Austin.

## 2.2 Periodicals (Magazines / Journals)


- Journalism & Mass Communication

## 3) Subscribed e-Databases



UOWM KDU Library subscribed e-Databases can be found here:

<https://library.uowmkdu.edu.my/index.php/online-databases>

### 3.1 Electronic Databases

Logo	Name of databases	Descriptions
	Academic Search Complete	Academic Search Complete is the world's most valuable and comprehensive scholarly, multi-disciplinary full-text database, with more than 8,500 full-text periodicals, including more than 7,300 peer-reviewed journals.
	Communication and Mass Media Complete	Communication & Mass Media Complete provides the most robust, quality research solution in areas related to communication and mass media. CMMC incorporates the content of CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Penn State) along with numerous other journals in communication, mass media, and other closely-related fields of study to create a research and reference resource of unprecedented scope and depth encompassing the breadth of the communication discipline.

### 3.2 Electronic books

Logo	Name of e-book	Descriptions
	Proquest e-book Central	A growing eBook collection spanning all academic subject areas, comprising more than 120,000 eBooks, maps, journals, reports, sheet music, and other titles.
	EBSCO eBooks	EBSCO eBooks is a growing electronic book collection representing a broad spectrum of subject categories. The collection consists of, among others, publications from some of the world's most renowned STM publishing houses, including Springer, Taylor & Francis and Wiley InterScience®.

### 3.3 Electronic journals

- Communication Culture and Critique
- Communication Theory
- Global Media and Communication
- Human Communication Research
- Journal of Communication
- Journal of Computer Mediated Communication
- Journalism & Mass Communication Quarterly

## 4) Free Online Resources

Free online resources can be accessed through UOWM KDU library website via this link:

<https://library.uowmkdu.edu.my/index.php/external-links>

- International Association for Media And Communication Research  
From <https://iamcr.org/open-access-journals>
- International Journal of Communication  
From <http://ijoc.org/index.php/ijoc#more1>
- Media and Communication  
From <http://www.cogitatiopress.com/mediaandcommunication>
- Journal of Media and Communication Studies  
From <http://www.academicjournals.org/journal/JMCS>
- Online Journal of Communication and Media Technologies  
From <http://www.ojcm.net/>

- International Journal of Journalism & Mass Communication  
From [https://www.graphyonline.com/journal/journal\\_archives.php?journalid=IJJMC](https://www.graphyonline.com/journal/journal_archives.php?journalid=IJJMC)
- Studies in Media and Communication  
From <http://redfame.com/journal/index.php/smc/index>