

Communications & Mass Media Collection

An InfoTrac® collection

GET THE WORD OUT

This comprehensive database helps researchers get the word out about the communications and mass media fields. Powered by InfoTrac, *Communications & Mass Media Collection* brings together information found in more than 350 journals. Nearly 3 million articles on all aspects of the communications field meet the needs of researchers, including:

- ✓ Advertisers
- ✓ Broadcast journalists
- ✓ Communications engineers
- ✓ Editors
- ✓ Graphic artists
- ✓ Information technology specialists
- ✓ Journalists
- ✓ Linguists
- ✓ Marketing professionals
- ✓ Media buyers
- ✓ Photographers
- ✓ Public relations professionals
- ✓ Publishers
- ✓ Sports commentators
- ✓ Students aspiring to careers in communications
- ✓ Writers
- ✓ And many others



An InfoTrac collection takes the guesswork out of searching. You select the content best suited to your users' needs. They can then quickly identify and retrieve results while enjoying a variety of options:

- Choose from Basic, Subject Guide, Publication or Advanced Search
- Search within results to target specific content
- Support a multilingual community by translating documents on-demand
- Create Search Alerts with RSS Export
- Manage documents in the collection by e-mailing, bookmarking or printing them
- Support the needs of remote researchers by providing 24/7 access



↑ The homepage features a clean and intuitive interface allowing users to quickly locate information.

To sign up for a free trial of this InfoTrac® resource go to www.gale.com/periodicalsolutions

OPEN ENDLESS POSSIBILITIES

The nearly 3 million articles included in *Communications & Mass Media Collection* will open endless research possibilities in the communications field to your researchers. Order your subscription today.



↑ Results from your search can yield content from magazines, academic journals, books, news and multimedia.



↑ Easy-to-understand information is returned quickly.

COMMUNICATIONS & MASS MEDIA COLLECTION INCLUDES:

InfoTrac Journals:

- ✓ Advertising Age
- ✓ American Journalism Review
- ✓ Broadcasting & Cable
- ✓ Columbia Journalism Review
- ✓ Communication Research Trends
- ✓ Communication World
- ✓ Communications and the Law
- ✓ Journal of Broadcasting & Electronic Media
- ✓ Journal of Business Communications
- ✓ Journal of Popular Film and Television
- ✓ Mediaweek
- ✓ Public Relations Quarterly
- ✓ Women's Studies in Communication
- ✓ And many more

ORDER RELATED EBOOKS

With the *Gale PowerSearch* platform, your users can access eBook content from Gale's reference works and popular titles from more than 45 publishers in addition to your InfoTrac periodical collections, all in one seamless search. For details or to order related eBooks, contact your Gale Representative at 1-800-877-GALE.