Communication & Mass Media Complete

Provided by EBSCO, Communication & Mass Media Complete (CMMC) provides access to a range of scholarly and popular publications 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. CMMC offers indexing and abstracts for more than 460 journals, and full text for 350 journals. In addition, CMMC features over 5,000 Author Profiles, providing biographical data and bibliographic information, and covering the most prolific, most cited, and most frequently searched for authors in the database.

Basic and Advanced Searching

The Basic Search interface is similar to all EBSCO database interfaces. You can enter the search phrase you have created, either using keywords or Boolean logic, and limit your search with a number of predefined limiters.
CMMC also offers an **Advanced Search** option, located below the search bar, where you can combine terms using Boolean operators and limit your search to specific fields. If you are not comfortable creating search strings, using the advanced search interface is a useful alternative. You are also able to limit your search to scholarly publications and by publication type and date as well as other limiting parameters.

**Search Tips**

Phrase searching (“xxxx”) is utilized by CMMC. However, if the phrase contains a “stopword,” most often an article or preposition, the results will contain variations on the stopword. For example, if you were looking for the movie “In America” you might get results that include “On America,” “About America,” etc. The system will search for plurals and possessives of any singular term entered.

You can use Boolean operators to limit your search either in the Advanced Search tab using the drop down choices or by creating a search string in the Basic Search field.

| Quotation marks “ “ | Searches for words between the quote marks exactly as they appear.  
*Example:* “information literacy” |
|----------------------|------------------------------------------------------------------|
| **AND**              | Searches for items where all of the terms appear. More inclusive with fewer results.  
*Example:* university AND achievement |
| **OR**               | Searches for all the search terms listed. The more terms listed the more results you get.  
*Example:* information OR literacy OR media |
| **NOT**              | Removes certain words from the search. Allows you to limit result you might not want.  
*Example:* “information literacy” NOT K-12 |
| **Nesting ()**       | Groups similar terms together for better search results.  
*Example:* “information literacy” AND (college OR university) |

Wildcards allow you to search for multiple terms at one time.

- The asterisk (*) represents any number of characters including no characters at all at the end of a word. For example, searching environ* will return results containing environment and environmental.
- The pound sign (#) represents any single character (e.g., wom#n)
The question mark (?) represents from zero to nine additional characters. You can include a specific number after the question mark to indicate the maximum number of characters to replace.

Take care when using wildcards as you may not want to use one with all searches.

**Thesaurus**

CMMC provides a thesaurus for you to search to ensure you search using the proper terms. Articles are classified according to the terms used in the thesaurus. If you are not finding the results you think you should be getting, search the thesaurus for the word you should be using.

For instance, if you’re interested in learning more about classics (study of classical language and culture, but are not getting the results you expect. To browse a thesaurus of terms available, click on the Thesaurus button at the top of any page. Then, by entering “classic” into the search field, you learn that the proper search term is “classical language.”

Clicking on one of the subject terms allows you to see any broader or narrower terms that may be available by clicking on the word of interest. You can add term(s) to a search by clicking on the box next to the word, and clicking Add near the top of the page. If you are interested in adding another term, use the subject term list to search.
for that term, and add it to the search. You’ll notice the search box at the top populates with the terms. When finished, click **Search** at the top of the page.

### Search Results

There is a great deal of information contained on the search results page. If you see **PDF Full Text** or **HTML Full Text** below an item’s title, you know that document is available to you in full text. Simply click on the link to the article. If a journal article is not available in full text from this database, clicking on the **UMM Find It** button by or below the article’s title links you to a page indicating where the article is available.

<table>
<thead>
<tr>
<th>Search Results: 1 - 10 of 962</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Children’s Exposure to Advertising on Games Sites in Brazil and Spain.</strong></td>
</tr>
<tr>
<td><strong>PDF Full Text</strong> (2.7MB)</td>
</tr>
<tr>
<td><strong>2. Five hundred years back and five years forward: games and play at a new crossroads.</strong></td>
</tr>
<tr>
<td><strong>PDF Full Text</strong> (2.7MB)</td>
</tr>
<tr>
<td><strong>3. Exposição infantil à publicidade em sites de jogos do Brasil e da Espanha.</strong></td>
</tr>
<tr>
<td><strong>PDF Full Text</strong> (2.7MB)</td>
</tr>
<tr>
<td><strong>4. Parental Intention to Support Video Game Play by Children With Autism Spectrum Disorder: An Application of the Theory of Planned Behavior.</strong></td>
</tr>
</tbody>
</table>

If you determine you want to further limit your search after you see the results you can choose to see only specific types of publications by clicking on the links in the left pane under **Source Types**. You can also limit the results to Full Text, Scholarly (Peer Reviewed) Journals or by publication date.

Clicking on the title of the article will open up the complete record for the article. This will include all the necessary items need to correctly cite the article including the article title, author(s), source (journal name), and date information. The record will also include...
subject headings which are terms that describe what the article is about, many of which are hyperlinked to other articles with the same heading. An abstract (summary) of the article may also be present.

Interlibrary Loan (ILL)

If a journal article is not available in full text from a database, and the library doesn’t have a paper subscription, you will need to request the article through ILL. Click on the UMM Find It button by or below the article’s title.

This button links you to a page indicating where the article is available. In this case, the library does not have a print subscription or availability in another database. Therefore, the article must be requested through ILL.

Last updated 6/30/2016
To continue the process, click the Find or Request icon. If you haven’t logged into your university account yet, you’ll need to do so now. Once you’ve logged in, click on the Interlibrary Loan icon below the Find or Request tab to be taken to the request form.

The request form will be autofilled in with the citation information, but it’s a good idea to double-check that everything is accurate. You must also check the box at the bottom of the form indicating that you understand the copyright information. Finally, click the Request button at the bottom of the page. You will receive a confirmation that the request was submitted and an email with instructions for accessing the item.

Last updated 6/30/2016