

Cerritos College Library

In the Wilford Michael Library & Learning Resource Center

ADVERTISEMENTS AND ADVERTISING

Your search for information on **advertisements** and **advertising** can include books, periodical articles, online databases, and authoritative Internet resources.

Books

Use the **Library Catalog** located on the Cerritos College **Library Home Page** to find books on your topic that are available in the Cerritos College Library. Books can provide a broad overview of a topic or in-depth information. You can search for books by *Author, Title, Subject, or Keyword*.

The general call number for books on aspects of **advertising** is **HF5821**. Listed below are some *Library of Congress Subject Headings* used in the catalog for books relating to **advertisements and advertising**. Use these terms to *Search by Subject*. Remember, this list is by no means conclusive.

Advertising
Advertising campaigns
Advertising – Dictionaries
Advertising – Handbooks, manuals, etc.
Advertising – Moral and Ethical aspects

Advertising, Political
Advertising – Psychological aspects
Advertising – Social aspects
Consumer behavior
Consumers

Marketing
Mass media
Signs and signboards
Slogans

Selected Reference Books

Reference books are a good starting point for your research because they help you become better acquainted with your topic. Listed below are reference books that may be useful in your research.

Advertising Age Encyclopedia of Advertising
REF HF5803 .A38 2003 (3 vols)

Advertising: Opposing Viewpoints
REFDESK HF5831 .A34 2006

Dictionary of Marketing and Advertising
REF HF5415 .R577 1995

Dictionary of Marketing Terms
REF HF5803 .T56 2000

Encyclopedia of Business and Finance
REF HF1001 .E466 2007 (2 vols)

Encyclopedia of Major Marketing Campaigns
REF HF5837 .E53 2000

Magazines & Journals

The Library has several magazines that will have articles on **advertising**:

Business Week
Economic Review
Economist
Forbes
Harvard Business Review
Journal of Broadcasting and Electronic Media

Journal of Marketing
Money
Newsweek
Sales and Marketing Management
Time
US News and World Report

Finding Magazine, Journal, and Newspaper Articles

Journal and magazines usually provide the most current information on a topic. Journal articles are more scholarly or professional while magazine articles tend to be shorter and more general. Newspaper articles, while not usually scholarly or professional, can give you the most current news and some additional facts on your topic.

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To find articles on your topic, use one of the online databases listed below. These databases usually provide full-text articles on almost every topic. They are available via the [Library Home Page](#). Conduct your search in these databases by using subject headings and keywords similar to those you used to locate books.

Online Databases for advertisements and advertising:

EBSCOhost
Facts.com

Gale Databases
NewsBank

Project Muse
Proquest Newspapers

For remote access to the library databases, login to the [Library](#) using your Cerritos College ID number.

See the [Database Page](#) or handout for a complete description of the Cerritos College Library online resources.

For historical research, the Library also has print indexes that must be used to find older articles, generally anything published before 1985.

Internet Sites

The Internet can be a valuable source for supplementing the information you have gathered from books and periodicals. It is important that you evaluate the information you get from the Internet to determine if it is reliable and aids your research. A few Internet sites are listed here.

AdCracker

<http://www.adcracker.com/>

Bills itself as "an I-tool to create marketing & advertising concepts or campaigns." Novice advertisers will find guidance through the processes of creativity, motivation, and brand creation in print and video formats. *Links & search sites* feature provides annotations for Web sites dealing with advertising-related content.

AdCouncil

<http://www.adcouncil.org/>

A nonprofit group conducting ad campaigns for the public good.

Advertising World

<http://advertising.utexas.edu/world/>

Searchable, topically arranged collection of Internet "resources for advertising and marketing professionals, students and teachers.

Emergence of Advertising in America: 1850 - 1920

<http://scriptorium.lib.duke.edu/ea/>

Images of over 9,000 advertising items and publications, showing the rise of consumerism in America in the late 19th and early 20th centuries. Soap, tobacco, and beauty products are some of the ads included.

Google Web Directory: Advertising

<http://directory.google.com/Top/Society/Issues/Business/Advertising/?tc=1/>

Strategy

<http://www.strategymag.com/>

Contains news, advertising campaign spotlights, strategic information, marketing research, information on marketing to youth and women, regional marketing information, and more.

The Trace of Advertising Giants

http://www.ciadvertising.org/studies/student/96_fall/index.html

Biographies of people in the advertising field, dating from the 1880s through the 1960s. Includes advertising examples.