Web databases

Academic Search Premier
Business Source Premier
Canadian Business & Current Affairs (CBCA)
Canadian Newsstand
Canadian Periodical Index Online
Communication & Mass Media Complete
ERIC
PAIS (Public & Social Policy)
Research Library
SocINDEX

Guides to the Literature

Public Relations in Business, Government and Society
Ref. 7164 P957 P37 1989

Human Communication Behavior and Information Processing: An Interdisciplinary Sourcebook
Ref. P 90 P46 1992

Indexes & Abstracts

Canadian Periodical Index
Ref. AI 3 C242

Public Relations Review - Annual Bibliography
Ref. Z 7164 P957 P9

Readers' Guide to Periodical Literature
Ref. AI3 R4

Social Sciences Index
Ref. AI 3 S6

Dictionaries

The Broadcast Communications Dictionary
Ref. PN 1990.4 D5 1989

Dictionary for the Business World
Ref. HF 1001 O96 1993

Dictionary of Communication and Media Studies
Ref. P 87.5 W38 1993

Dictionary of Marketing Research
Ref. HF 5415.2 V3 1987

Facts on File Dictionary of Film and Broadcast Terms
Ref. P 87.5 P43 1991

Field Guide to Marketing
Ref. HF 5415 H5257 1994

Have a Nice Day - No Problem! A Dictionary of Cliche's.
Ref. PE 1689 A48 1992

Oxford Reverse Dictionary
Ref. PE 1680 E36 2002

Roget's II: The New Thesaurus
Ref. PE 1591 R715 1997

Webster's New World Dictionary of Media and Communications
Ref. P 87.5 W45 1996

Note: for general English Language Dictionaries, Browse Ref. PE 1625 - PE 3700

Encyclopedias

Encyclopedia of Business
Ref. HF 1001 E466 1995

Encyclopedia Of Communication & Information
Ref. P 87.5 E53 2002

Encyclopedia of information ethics and security
Ref. HM 851 E555 2008

Encyclopedia of Propaganda
Ref. HM 263 E53 1998

Encyclopedia of public relations
Ref. HD 59 E48 2005

Encyclopedia of Television, Cable and Video
Ref. P 87.5 R44 1992

Encyclopedia of Word and Phrase Origins
Ref. PE 1689 H47 1997

International Encyclopedia of Communications
Ref. P 87.5 IS 1989

International Public Relations Encyclopedia
Ref. HM 263 B5

Language and Communications: A Cross-Cultural Encyclopedia
Ref. P 29 F 47 1998

Handbooks

Advertising Handbook
Circ. HF 5823 D46 1991

Business: The Ultimate Resource
Ref. HD 38.15 B8 2002

Crisis Management and Communication
Ref. HD 49 I78 1998

Circ. HM 263 G554 2003

Handbook of Nonexist Writing
Ref. PN 218 M5 1988

Handbook of Public Relations
Circ. HD 59 H267 2001

Lesley's Handbook of Public Relations and Communications
Circ. HM 263 L472 1998

Power Communications: Positioning yourself for High Visibility
Circ. HD 303 W54 1994

PR News Casebook
Ref. HM 263 P657 1993

Practical Public Affairs in an Era of Change: A Communications Guide
Circ. HD 59 P68 1995

Public Relations: A Comprehensive Bibliography
Ref. Z 7164 P957 P9 1964/72

Public Relations And Ethics: A Bibliography
Ref. Z 7164 P957 F47 1991

Women And Mass Communications
Ref. Z 5633 W65 L45 1991

Bibliographies

Mass Media Sex and Adolescent Values
Ref. Z 7164 Y8 A4 1991

Public Relations: A Comprehensive Bibliography
Ref. Z 7164 P957 P9 1964/72

Public Relations And Ethics: A Bibliography
Ref. Z 7164 P957 F47 1991

Women And Mass Communications
Ref. Z 5633 W65 L45 1991
Writing and Style Guides

Ayer Public Relations and Publicity Stylebook
Ref. PN 4783 A9 1983

Basic Media Writing
Circ. PN 4783 M4 1996

Broadcast News Style Guide: Writing for Broadcast
Ref. PN 4784 B74 B7 1988

CP Stylebook: A Guide for Writers and Editors
Ref. PN 4783 C35 2002

Corporate writer & editor
Journal Collection

Writing For The Wired World: The Communicator’s Guide to Effective Online Content
Ref. PN 4785 E5 H35 2002

Handbook For Public Relations Writing
Circ. HM 263 B5 1988

The New York Times Manual of Style and Usage
Ref. PN 4783 S57 1999

Public Relations Writer’s Handbook
Circ. HM 263 A7864 1993

Public Relations Writing: A Planned Approach for Creating Results
Circ. HM 263 T76 1989

Public Relations Writing: Form and Style
Circ. HM 263 N493 1998

Current Awareness

Media Relations Report
Ref. HM 1 P2

Directories

Canadian Key Business Directory
Ref. HF 3223 C24

Career Opportunities In Advertising And Public Relations
Ref. HF 5828.4 F54 1990

Making It In Public Relations: An Insider’s Guide to Career Opportunities
Ref. HM 1221 M64 2002

Mathews Media Directory
Ref. Z 6954 C2 M28 1997

Ottawa Communicators
Ref. PN 4919 O83 O88

Public Relations Career Directory
Ref. HM 263 P79

Who’s Who In Public Relations: United States and Canada
Ref. HM 263 W45

Women in Communication: a Biographical Sourcebook
Ref. P 94.5 W65 W66 1996

Statistics

FP Markets. Canadian Demographics
Ref. HC 111 F5 (Annual)

World Media Handbook
Circ. P 880 W66 1990

Other Items of Interest

Making the News
Circ. HM 263 S247 1998

Mixed Media: Moral Distinctions in Advertising, Public Relations and Journalism
Circ. P 94 B53 2004

News, Public Relations and Power
Circ. PN 4751 N49 2003

Primer Of Public Relations Research
Circ. HM 1221 S76 2002

Public Relations Cases: International Perspectives
Circ. HM 263 P7655 2002

Qualitative Research Methods In Public Relations
Circ. HD 59.6 U6 T69 2002

Public Relations

Library Guide

A selected list of reference sources

This guide lists items found in the Mount Saint Vincent University Library. Many more titles are available in Halifax libraries. Please check the Novanet Catalogue: you can search by author, title, subject and keyword; and also limit your search to specific libraries.

For more information also visit:
www.msvu.ca/library
and the Public Relations Department at:
www.msvu.ca/PublicRelations/index.asp