



Library Notes



On the fast track to information . . .

Popular Culture

Spring 2005

Popular Culture has been described as the “people’s culture” that exists in a modern society. The content of popular culture is created by businesses that make their profits by selling things, such as the music, fashion, advertising, news and sports industries. With this in mind, here are a number of Mott Library resources for different areas of popular culture.

All the listed sources can be found in the “**Online Resources**” section of the Mott Library’s website: www.library.mcc.edu. Each database can be explored for each subject area, although with varying degrees of success.

Film – General Reference Center Gold has over 90,000 articles on the subject of motion pictures. Try using the search terms “motion pictures” and “popular culture in motion pictures.” Another good place to look is the **MeL Ebook** collection also found in the online resources area of the Mott Library web site. With the search term “motion pictures,” you will find about 40 Ebooks on a wide range of subjects including film history, directors and actors.

Music – Expanded Academic ASAP Plus is a very good source for information pertaining to the arts and the humanities. This database contains articles on music and art, music and media, music and race as well as nearly 4000 articles on popular culture.

Sports - Wilson Select Plus, within **OCLC FirstSearch**, covers a wide variety of sports topics including: media coverage of sport, social aspects of sport, athletes as cultural icons and the appeal of sports apparel and athletic shoes. **Note:** *In late 2004 a new feature available for use in all of the OCLC FirstSearch databases allows users to limit searches to magazines, periodicals and journals held by the Mott Library. This is a very nice feature and allows easy access to subscriptions available at the Mott Library.*

Television – Using the new feature offered by **OCLC FirstSearch, Social Sciences Abstracts** provides citations to articles on sex in television, minorities in television and war coverage in television in materials owned by the Mott College Library.

Comics – You might remember the gray, 50+ SIRS (Social Issues Resource Series) volumes the library had in the periodical area for many years. They are all gone, replaced by 2 SIRS online databases, one of them being **SIRS Renaissance**, a great source for information on the arts.

Fashion – New York Times Full-Text allows access to the last 5 years of the NYT. What better place to find information on how *hip hop culture* or *Sex in the City* has influenced fashion.

Advertising – General Business File is a good place to search for articles on the business of advertising. Need to find out how the hip hop culture has affected the economy or how Monster.com has changed corporate recruitment? This is the database to use.

Cyberculture – Computer Database is a source that will provide information on computer gaming, the “dark side” of the ‘net, computer dating and “chic geeks.” With all this information, who needs reality? You too, before too long, will be leading a virtual lifestyle.



On The Wire ... Web Sites of Interest

American Studies Crossroads Project

An “information platform,” maintained at Georgetown University by the Center for Electronic Projects in American Culture Studies that combines communities, curriculum, teaching & learning and reference & research.

<http://www.georgetown.edu/crossroads/>

Nostalgiacentral.com

Provides material on the fads, fashions, movies and musical movements of the 1960s, 1970s, and 1980s. This website will help you locate information on everything from the TV show Hee - Haw to Cabbage Patch dolls.

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

Medicine and Madison Avenue

This is a database that has health related newspaper and magazine advertisements from the 1910s to the 1960s. Most memorable ad on the site, “They all took a laxative but that did only half the job.” What half?

<http://odyssey.lib.duke.edu/mma/>