**ADVISO REVIEW—STANDARD REVIEW**

**Communication and Mass Media Complete**

*Date of Review: Feb. 15, 2005*

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**Composite Score:** ★★★★ 5/8

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**Pricing Options**

One year subscriptions for academic libraries for unlimited access to Communication and Mass Media Complete for 2005 is as follows:

- up to 2,499 FTE  
  (includes Community and Junior Colleges) $3,400
- 2,500–4,999 FTE  
  $4,000
- 5,000–9,999 FTE  
  $4,800
- 10,000–19,999 FTE  
  $6,000
- 20,000 + FTE  
  $8,000

FTEs are defined as full-time and part-time students, faculty, and distance learners within an institute. Please contact EBSCO for pricing for public libraries and consortium.

**Product Description**

Communication and Mass Media Complete provides cover-to-cover indexing and abstracts for 360 core titles in the field, and priority coverage of an additional 230 titles. Full text is provided for over 230 journals, more than twice the number provided by any other related database in the field. CMMC incorporates CommSearch (formerly produced by the National Communication Association) and Mass Media Articles Index (formerly produced by Penn State). A complete list of core and priority titles is available at <http://www.epnet.com/titlelists.asp>. Many major journals have indexing, abstracts, PDFs and searchable cited references from their first issues to the present (dating as far back as 1915). CMMC contains a Communication Thesaurus and comprehensive reference browsing (i.e., searchable cited references for peer-reviewed journals covered as “core”). Two working groups of expert advisors represented by leading librarians, bibliographers, and professionals in the areas of communication and mass media work with EBSCO on the continuing development and enhancement of CMMC. CMMC is updated bimonthly.

**Critical Evaluation**

**SEARCHABILITY**

Communication and Mass Media Complete offers a full range of searching options. Both Basic Search and Advanced Search offer the complete scope of limiters and expanders available on all EBSCO databases, including date, full text, title, peer-reviewed, related words, article full-text search, and more. The Publication Search option allows users to search titles alphabetically, by subject and description, or by word match. Once a title is selected, the user can view the holdings range and publication details such as ISSN, frequency, review status, and subjects. A Journal Alert, which will send an e-mail alert to a selected address for a set period of time (one month through one year), can be set from the main title record and provides the option of including a link to the journal’s table of contents or separate links to individual articles.

CMMC is one of EBSCO’s databases that includes a Thesaurus feature, just made available in January 2005. The new Communication Thesaurus was developed by EBSCO with the intent of providing benefits similar to those afforded by other highly specialized database thesauri, such as that available within PsycInfo and Business Source Premier. With over 7,300 terms specifically related to the study of communication and associated disciplines, this new thesaurus boosts the usability of CMMC for its users. There are three options for browsing the thesaurus—Term Begins With, Term Contains, and Relevancy Ranked. When using Relevancy Ranked, the exact match for the term appears first followed by a list of terms displayed in order of relevance. In a bibliographic record, the presence of an asterisk next to a subject term indicates that it is from CMMC’s thesaurus headings. To search all the subject headings available, users would use the Indexes features.

Index Searching allows the user to search 18 different indices for alternate access to CMMC resources. Business, economics and marketing students and faculty will take advantage of DUNS, NAICS code, and ticker symbol indexes, while researchers will especially appreciate the author-supplied keywords index. Cited References searching provides a powerful search tool for assembling a citation list by author, title, source, date, or all fields. A user can mark articles of interest and retrieve a list of cited articles. This feature is attractive to researchers as well as faculty who like to keep an eye on their own citation references.

Various document types are included in CMMC and are searchable. These include Article, Bibliography, Biography, Book, Book Chapter, Book Review, Case Study, Directory, Editorial, Entertainment Review, Erratum, Essay, Industry Overview, Interview, Letter, Literary Criticism, and Obituary. Use of document type descriptors allows the user to more easily zero in on a specific type of source or eliminate others.

Users may save search results at any time to a search folder, which allows for the creation of journal and search alerts. These are standard features now expected from every major database vendor.

**ADDITIONAL FEATURES**

**Training and Support.** Customer training and support is part of the package when purchasing CMMC. The EBSCOhost support site <http://support.epnet.com> provides complete user guides for EBSCO-
Communication and Mass Media Complete
Review Scores Composite: ★★★★ 5/8

The maximum number of stars in each category is 5.

Content: ★★★★★
There is no more complete index, abstract, and full-text database in the area of communication and mass media. EBSCO has brought together two reliable but atrophied resources and refreshed them with new search capabilities and added content, such as abstracts. These have been combined with a healthy dose of “not indexed anywhere” new titles and interdisciplinary sources to create a comprehensive resource that will satisfy the needs of students, faculty, and researchers.

Searchability: ★★★★★
Searches are easy to construct, and the interface is straightforward. Online Help can guide even the novice user in use of CMMC, and the vast array of access points should satisfy even the pickiest researcher.

Pricing Options: ★★★★ 1/2
CMMC offers more full-text delivery than any other communication database and is extremely comprehensive in its coverage. Your faculty, staff and students will not miss having to search multiple databases or settling for publisher-specific, full-text databases for communication and mass media resources.

Contract Options: ★★★★
Contract EBSCO directly for individual, group, and consortial contract options, or for questions on ILL, course pack, e-reserve or other reuse options.

host and EBSCOadmin. EBSCOadmin is a utility for customizing EBSCOhost to fit individual site needs. Each EBSCOadmin account includes default product configurations for EBSCOhost, which can be modified. Computers accessing EBSCOhost by IP authentication or a remote access method will be pointed to the customer account, which contains customizations made through EBSCOadmin. Both online and onsite training are available, and EBSCO also offers hard copy support materials such as table tents.

Other Language Capabilities. Screen prompts default to English, but are also available in eleven additional languages.

Linking Servers. EBSCOhost is compatible with all existing commercial linking servers. Users may link from EBSCOhost to a linking server, and linking servers can provide links to full text on EBSCOhost databases or e-journals managed by EBSCO. This interoperability allows EBSCOhost customers who search non-EBSCO reference sources to be able to link to full text in their EBSCOhost databases and e-journals. ILS Linking enables EBSCOhost to generate OpenURL compliant links to linking servers such as LinkSource, SFX, LinkFinderPlus, and others that, in turn, will allow access to resources not available through EBSCOhost. Contact EBSCO for more information on linking to library OPACs, document delivery systems, ILL systems, book vendor services, and search engines.

Contract Provisions
The Communication and Mass Media Complete database is made up of indexing, abstracts, and full text. When available from the publishers, EBSCO provides author-supplied abstracts. Of the 590 titles covered in CMMC as “core” or “priority,” 519 include author-supplied abstracts for as much as 100 percent of the articles from these journals. Author-supplied abstracts are largely available for peer-reviewed journals. More than 80 percent of the publications covered in the database are peer-reviewed. This database is intended solely for the use of the individual patron of the licensing party. Copyright of the full text is the property of the publisher of the original publication. Text may not be copied without express written permission except for the print or download capabilities of the retrieval software used to access it. This text is intended solely for the use of the individual user.

Authentication
EBSCO offers a number of authentication options that will provide users with access to EBSCOhost. These include: IP Address, Referring URL, Patterned ID, Patron ID (Customer Coordinated), User ID
and Password, and Cookie authentication. These methods also serve users who dial into local automated systems and those remote users accessing from appropriate remote locations (e.g., dormitory rooms, home, etc.). Libraries may select multiple methods to meet user-authentication needs.

**Author’s Selected References**


**About the Author**

Dodie Ownes received her M.A.L.S. from the University of Chicago in 1986, following her completion of a bachelor’s degree in English at Lafayette College. Despite a number of forays into academic library life at Northwestern University, DePaul University, and University of Colorado-Denver, she has spent much of her professional library career working on the “dark side” as a vendor representative for integrated library systems. Most recently, she was the western regional sales manager for Reed Business Information, representing Library Journal, School Library Journal, and Library Hotline. Dodie is currently providing consulting help to commercial and nonprofit clients in the library marketplace while trying to squeeze in fourth grade class trips and the occasional fiction title.